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Paris Peace Conference Sources of News, 1919

By Reginald Coggeshall

From many interviews, letters and published sources, Professor Coggeshall, in charge of journalism courses at the University of Maine, tells the story of one of the most difficult news-gathering assignments in modern history.

WITH the Paris peace conference of 1919 officially committed, and the delegates temperamentally adjusted, to secrecy from the very opening of the preliminary sessions, the American correspondents were faced with a difficult task in getting information. Their sources were such brief, official printed material as the news-dry communiqués, statements issued by individuals and the flood of propaganda material poured in on them by every group which appeared in Paris with a request to or a demand upon the Supreme Council. There were the official press liaison organizations set up by the various delegations and the "press conferences" held by individual delegates. There were, finally, the individual correspondents' private sources of information. It was from the latter that most of the news of

the actual progress of the conference came.

Before the convening of the assembly, the American public and press had expected an unhampered flow of genuine news. A year before, President Wilson had proposed that the diplomacy should be "openly arrived at." Despite his later qualification, that he had not meant that "there should be no private discussion of delicate matters," Wilson certainly went to Paris with an idea that the American delegation should maintain an open and efficient liaison with correspondents. In a letter to Colonel House in December, 1918, when he announced his selection of Ray Stannard Baker as head of the official press bureau, he wrote that he had been thinking of the "contact of the commission with the public through the press. . . . Much the best way to handle the matter is for you and the other Commissioners to hold a brief meeting each day . . . for such interchange of information or suggestion as may be thought necessary. . . . The preparation of all the press matter that is to be issued from the commission is a task calling for a particular sort of experience."[1] This plan, of course, did not, and could not, promise to the American correspondents admission to the conference sessions, although the President had told Lloyd George at Buckingham palace during his December visit to the British capital that he was in favor of "allowing the papers to publish what they liked, and to impose no restrictions."[2]

At Baker's bureau, opened only a few steps from the American headquarters in the Hotel Crillon, identification passes were issued to some 250 correspondents who were furnished copies of official documents and reports, which included, for private use as background material, the investigations of the technical experts and members of "The Inquiry."[3]

As the conference dug into the complexities of the problems it had to solve, especially after the President's return in March and the telescoping of the Council, first into the "Big Four" and then into the "Big Three," Baker found it increasingly difficult to get direct news of the progress of negotiations. Since Wilson, Clemenceau and Lloyd George could not agree among themselves and their debates often bordered on the acrimonious, the President was hardly in the position to give Baker news of results achieved.

A FURTHER factor in the situation was the President's physical and mental condition. Working with an "absurd" secretariat of only one stenographer, Wilson, who had never had the ability to "organize," was over-loaded with detail as well as responsibilty for decisions on major policy.[4]

During the March and April days of long, intense discussion, Lloyd George would ask his staff what Great Britian wanted. Whatever the answer, he would hold out for it, without attempting to analyze or un-

[1] R. S. Baker, *Woodrow Wilson and World Settlement* (New York: 1922), Vol. I, pp. xxxi-ii.

[2] David Lloyd George, *Memoirs of the Peace Conference* (New Haven: 1939), Vol. I, p. 120.

[3] Among his sources, Paul Scott Mowrer of the Chicago *Daily News* "particularly valued some of the American professors who were doing technical work for the American delegation." (Letter to writer, 1936.)

[4] Frank Polk, personal interview, 1936.

derstand the reason for the demand. Wilson, on the other hand, tried to comprehend the bases not only of his demands but those of his colleagues, with the result that he became mentally exhausted. During one of the "hush-hush" days of the Big Three sessions, Baker and another member of the President's entourage were waiting for the meeting to come to a close. Lloyd George, first to come out, seeing some flowers in a vase, asked the group, "What's the name of that flower?" Hardly waiting to hear the confessions of ignorance, the British Prime Minister whirled off in a flurry. When Wilson came out, he walked slowly to a couch, sank down and motioned to Baker and his companion to join him. The President then attempted to tell his publicity man "what we discussed," giving the order of the debate serially. Several times, tired and confused, he corrected himself in narrating the order of topics. At the conclusion, he turned from Baker to ask, "And what do you want?" When requested to give a ruling on a minor point of Commission policy, Wilson replied, "I'm too tired. You decide."[5]

Wilson met the American newspaper corps twice, in February just before his return to the United States and in June, the day before the signing of the treaty. On both occasions he spoke frankly and entertainingly.[6]

On two occasions, through the medium of Admiral Grayson, his personal physician and confidant, Wilson gave out front-page leads, once to all the American newspaper men and once to a single correspondent. In February, when the President found in the Paris press a double-barreled attack on him, by Clemenceau in an interview given to the Associated Press and made available to French newspapers and by Capus in *Figaro*, the culmination of a prolonged vituperative barrage, Wilson sent Grayson to the American press headquarters to announce that the conference might have to be moved from Paris. Unable to escape responsibility for originating this universally broadcast story, the President faced cries of "blackmail" in the French papers and won only a temporary modification of the abuse heaped on his head by the government-controlled Paris journals. In April when negotiations had come to a virtual standstill, Wilson attempted to break the traffic jam by a threat to return to the United States. Cautious after his February experiment in using the press, the President decided to give it to a single paper, making it possible to deny the story if the repercussions were too violent. Grayson gave the "exclusive" to Richard V. Oulahan of the New York *Times*.[7]

Although Wilson's proposal that his colleagues on the American commission hold press conferences was followed at the start, they quickly disappeared from the routine because the newspaper men soon found out that Secretary Lansing, General Bliss and Henry White were often completely in the dark as to what was transpiring. "The President is so utterly the controlling factor that his associates cannot speak with authority and therefore naturally do not

[5] Confidential interview, 1936.

[6] It was at the February interview that Wilson's confidence was violated. See "Was There Censorship at the Paris Peace Conference?" JOURNALISM QUARTERLY, June, 1939, pp. 130-1.

[7] *Ibid.*, p. 128, footnote 12.

speak at all," complained Arthur Krock to the Louisville *Courier-Journal*.[8] Occasionally, however, one of these delegates could pass along to an individual correspondent information on which to base a story. General Bliss, identified discreetly as "a prominent member of the American delegation," was Herbert Bayard Swope's source of confirmation that the Kaiser would probably not be brought to trial.[9]

Experts attached to the American mission also from time to time passed along some news to individuals in whom they had confidence. The A. P.'s Thompson was on several occasions indebted to Admiral W. S. Benson for news on naval developments.[10] Herbert Hoover,[11] Barnard M. Baruch[12] and William C. Bullitt[13] represented various activities of the conference that could now and again be reported with more detail than that given out in the official communiqués.

EVEN during the period between March 25 and April 12 when no communiqués were issued and when the President and the two premiers were deadlocked behind closed doors, some glimpses "of how things are going behind the scenes" were forthcoming. One of the unsolved questions was whether the reparations issue should be postponed by not specifying in the treaty the actual amount of assessment to be laid against Germany. Others were the settlement of Germany's western boundary and the Franco-German and eastern Polish frontiers. Norman Davis gave Thompson a detailed explanation of each issue at debate and of the American position, quoted directly in the A. P. man's diary[14] and fully reported in his story as the disclosure of "one of the American experts." On other occasions it was Colonel House who gave the basis of "it was stated" stories.[15]

During these discussions of the bill of damages to be presented to Germany, Swope was frequently able to cable the New York *World* exclusive details of the figures as they mounted up, and finally he obtained a copy of the completed text of the treaty clauses. Despite the passage of years since the conference and the steady publication of documents and memoirs, Swope still feels that an obligation of confidence imposed in 1919 holds. Asked directly who gave him the document, he said, "I should not like to say who furnished me the text; but he did it, convinced that he was aiding reason by educating public opinion. The clauses released were bad enough but there were many who wanted many times more."[16]

Of all the sources of news available to the American correspondents, Colonel House was the best informed, the most accessible and most cooperative. Almost daily he met a group just before dinner, and during the day individual reporters were frequently able to see him. More often

[8] Feb. 9, 1919, p. 4.
[9] New York *World*, March 11, 1919; Swope, personal interview, 1936.
[10] Charles T. Thompson, *The Peace Conference Day by Day*, (New York: 1920), pp. 271, 339, etc.
[11] Jay Hayden, Detroit *News*, and Oswald Garrison Villard, personal interviews, 1936.
[12] Krock, exclusive interview, *Courier-Journal*, Feb. 15, 1919, p. 6.
[13] Lewis Gannett, personal interview, 1936.
[14] Thompson, pp. 282-4.
[15] Thompson, p. 288.
[16] Letter to writer, 1936. For Swope's difficulties with the British censor over this story, see my article, JOURNALISM QUARTERLY, June, 1939, pp. 128-30.

than not such an interview was for but a brief five minutes, into which, however, House apparently crowded considerable information.

In turning the pages of his appointments book, now in the Yale University Library, it is noticeable that Wickham Steed, editor of the London *Times* and watchdog set by Lord Northcliffe to warn Lloyd George from any policy of which he disapproved, was also one of his most frequent visitors and on at least one occasion had as many as three appointments within a single day, as on April 1 when the British journalist saw House at 12:25, 2:50, and 5:25.

Charles Thompson, who had an almost daily appointment early in the morning to get news for the A.P. afternoon report, has recorded in his diary forty-two conversations in which Colonel House is named as his source. Nearly a dozen other entries from their context suggest that the information came from the Colonel.

House talked freely to the newspaper men because he believed that the American public should know what was going on and because he was convinced that "they get from me practically all the news of the conference that they get at all."[17]

It is striking, however, how seldom and how briefly House referred in his diary to his contacts with newspaper men. Checking his journal and his interviews listed in his appointments book against entries in Thompson's diary recording his conversations with the Colonel, one finds that, concerned with the political problems of the conference, House did not generally consider such discussions worth noting. The following seven notations are the only instances recorded between January 6 and April 22:

> January 6—Melville Stone and I had a long talk this morning. He again offered to place the Associated Press at the disposition of the President and myself in any way that might be useful for the good of the United States. . . . Ralph Pulitzer, Brougham, Nicholson of the London *Daily News* . . . were visitors.
>
> February 18—I saw the newspaper men as usual at 6 o'clock. *(This is one of the few occasions when House mentions his "usual" interview with the group of correspondents who generally met him at the end of the afternoon.)*
>
> March 1—William Allen White and Dr. Herron were among my visitors. I declined to discuss Russia with them at this time, telling them the matter could not well be brought up until Lloyd George and I had had a discussion.
>
> March 8—The reporters, Norman Angell and Sir William Wiseman, were waiting for me at the Crillon when I returned.
>
> March 28—Elmer Roberts, of the Associated Press, wanted to get inside facts concerning the delay of the conference. After I had given them to him, he thought it best to say nothing for the moment, lest it cause trouble. He is both sensible and considerate.
>
> March 29—I drove with Melville Stone and discussed the general situation with him.
>
> April 22—Wiseman, White, Miller and Baker practically all came at once this morning, as, indeed, they do every morning. White came to get news to take to his colleagues and the correspondents downstairs, and Wiseman and Miller because they are so nearly my righthand men, that it is necessary to see them both at the beginning and close of each day. Baker came in his capacity as head of our publicity department.[18]

[17] Unpublished entry, House diary, March 20, 1919, Yale University Library.

[18] Unpublished entry, House diary.

Nor did he concern himself sufficiently to make any reference in his diary to Talley's violation of the President's confidence, the press furor over the sending for the S. S. *George Washington*, the incident of Swope's reparations story and the discussion regarding the admission of the press to the ceremony of presenting the terms to the Germans.

On one occasion the Colonel was the means of Swope's scoring what was hailed by the Paris *New York Herald* as "the greatest journalistic success of the conference." Swope's dispatch contained the revised text of the new covenant of the League of Nations, including all the modifications made since the covenant's first public presentation on February 13. The cable appeared in two sections, published by the New York *World* on April 2 and 3. Swope pointed out such variations as he believed would answer the critics of the League idea, especially those in the Senate. At a time when the United States was being bombarded by an especially heavy fire on the proposal to include the league in the peace treaty, Swope "got the story by pointing out to Colonel House that there was danger in permitting a garbled version to get out and to remain unchallenged."[19]

House, apparently influenced by the newspaper man's argument, put the confidential document containing the text on a corner of his desk and left the room, giving him time to take complete notes.[20] To protect his source of information, Swope cabled that his dispatch was "based on information received from various members of the special committee and may be depended on as authoritative."

At the same time that he asked David Hunter Miller to give Oulahan his summary of Wilson's speech on the Monroe Doctrine,[21] the Colonel gave the New York *Times* man the actual text of the important Article XXI, to make up to the popular veteran Washington correspondent for some of Swope's beats.[22]

THERE were times, however, that House was not completely in the confidence of the President and was unable to help the correspondents.

Although on February 11, when he learned that Wilson was making a public threat to have the conference moved, the Colonel gave considerable space in his diary to deploring the manoeuvre,[23] there appears no comment whatsoever on the occasion of the summoning of the S. S. *George Washington*. It is obvious that President Wilson had not taken House into his confidence in reaching his decision. Although Wilson's plan apparently originated from the Colonel's suggestion,[24] the President later made up his mind after discussing the possibility with Grayson and Bernard Baruch, neither of whom were on friendly terms with House.

Two days later, when the story became public in Paris, House had to admit to the inquiring newspaper men that he could contribute nothing. Frederick Moore thereupon cabled the New York *Tribune* that

[19] Letter from Swope to the writer, 1936.
[20] Confidential interview, 1936.

[21] Miller, *My Diary*, (privately printed, n. p., n. d.), Vol. I, p. 239, entry for Friday, April 11.

[22] Arthur Sweetser, letter to the writer, 1938.

[23] Unpublished entry, House diary.

[24] Charles Seymour, *The Intimate Papers of Colonel House* (Boston and New York: 1928), Vol. IV, p. 101.

"President Wilson has repudiated the work Colonel House did with the Council of Four while he was ill and the fat is again in the fire." [25]

American correspondents did not limit themselves to news possibilities within the personnel of their own delegation but also tapped foreign sources. Mark Sullivan described the process: "He gets a clue from an Italian delegate whom he may happen to know, adds a hint from a Frenchman, puts the combined rumor up to an American for verification and makes deductions from the manner of the one who denies or confirms it." [26]

Wilson once told his colleagues that "there was a well-known dodge in the American press by which, after trying falsehood after falsehood and obtaining denial after denial, the seeker after information narrowed down the alternative to the only possible residium." (Secretary's notes of Supreme Council, Jan. 16, p. 5, House Collection, Yale University Library.)

The veteran Swope, coaching the young and inexperienced Lewis Gannett, in Paris writing for *Survey* magazine and the *Nation*, told him that officials, especially the American delegates, would not tell him much. Study up on the subject, he advised, and you will find that it comes down to the fact that the United States must be on one of two sides. Then go to Lansing or whoever it is and say that it is an outrage that the United States is taking this—either one will do—stand. Get his reaction; it will be a defense of America's taking that stand or a denial. Then you have the story. Of course, it can't be used day in, day out, for the method gets worn thin, but there are times that it works. (Gannett, personal interview, 1936.)

For a time the American correspondents were received in formal press conferences by Balfour and Lord Robert Cecil and by Pichon of the Quai d'Orsay. As they became, like the American conferences, either of little value as news sources or suspect as instruments of propaganda, the reporters developed their individual contacts with British or French officials. Those who had come directly from London bureaus of their papers or agencies had, of course, an advantage through previously established friendships. Lowell Mellett of the United Press, for instance, found Lord Cecil and Sir Eric Drummond helpful [27] and used their information in his daily check up with Fred Ferguson, who was covering Colonel House.

The extent to which American newspaper men used French news sources depended on their approach to their function as reporters. Those representing agencies, while covering them as a regular assignment, were definitely hesitant to rely on their information because they believed that they gave only Clemenceau's instructed version. Correspondents of individual papers whose policy was opposed to Wilson and which expected their staff men to write editorial

[25] New York *Tribune*, April 9, 1919, p. 1:1. There is evidence that, as at this time, situations arose over which the relations between Wilson and House were somewhat strained. The Colonel, as a result, was out of the President's confidence enough so that he was not able to keep the newspaper men posted. Each incident, under pressure of conference business, probably faded into insignificance, for Wilson continued to rely on House as negotiator and adviser up to his final return to the United States.

[26] *Collier's*, April 26, 1919, p. 6.

[27] Personal interview, 1936.

policy into their dispatches used both French officials and newspapers, especially in their campaign against the League of Nations.

Laurence Hills of the New York *Sun*, whose assignment was to use the privilege of his by-line to interpret the progress of the negotiations from the point of view of the leaders of the opposition to the President in the Senate,[28] cultivated "very friendly relations" with Pertinax, who was "also attacking the Peace Treaty" in *L'Echo de Paris*. During the conference "we constantly exchanged views," according to Hills, who from the first assured the French publicist that Wilson "had really been repudiated at the polls just before he sailed, something the French had entirely forgotten, or overlooked."[29] Pertinax presumably reciprocated by giving Hills inside information which he himself had obtained from the French delegation, such as the real status of the Anglo-American guarantee to France.

The French newspapers, constantly under either directives[30] or censorship, were indeed the source, or at least the tip, for the American correspondents of the most successfully guarded secret of the entire negotiations, the proposal that the United States and Great Britain should guarantee France military aid in case of another invasion by Germany.

EARLY in the negotiations Clemenceau and Foch, fighting for security for France, and being skeptical of the protection implied in the League covenant, were demanding that the Rhine be made Germany's western frontier and that a Rhenish buffer state be erected. By the middle of March Lloyd George sought a compromise by an Anglo-American promise of military support, a solution to which Wilson finally agreed.[31] Even then the French were not satisfied and held out for further security by an occupation of the left bank of the Rhine. Finally, after further concessions by the President, first on the Saar and then on the period of occupation, Clemenceau was ready to let his people know through a well-circulated interview that negotiations had reached a stage highly pleasing to the French.[32] Oulahan immediately reported to the New York *Times* that "the Paris papers intimate that a satisfactory answer has been given to the French demand that America and Great Britain guarantee the French frontier," adding that "how it is possible for the President to give any guarantee of use of the American armed forces is not understood by the Americans here."[33]

Throughout this entire period Wilson had been under such a steady barrage from the French press that Colonel House made a special call on Clemenceau to suggest that, since the French premier had won such a complete diplomatic victory, he should restrain his journalists. "Perfectly delighted" with his triumph, Clemenceau did give the order to "cease

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[28] " . . . before I left Washington to cover the conference I had a long talk with Senator Lodge and Senator Borah . . . Lodge, in a memorandum which I never kept, unfortunately, showed me the unconstitutional and other points in the league of nations idea that were sure to be brought up, and asked me to watch them closely, telling me that they would rely on my dispatches," Hills wrote the author in 1938.

[29] *Ibid.*

[30] See George B. Noble, *Policies and Opinions at Paris*, 1919, (New York: 1935), pp. 310, 318, 326, etc.

[31] Seymour, IV, pp. 333-34, 360, 394-5.

[32] Thompson, pp. 299-300.

[33] New York *Times*, April 15, 1919, p. 1:8.

fire." [34] The sudden change of tone in the Paris papers was so marked that all the American correspondents knew immediately that Clemenceau had won some major victory and scanned carefully the columns of those papers known to be closest to the premier or the Quai de Orsay. Their convictions strengthened by the persistent refusal of American delegates to reply to their queries, the absence of denials being accepted by many as confirmation, the newspaper men read from the phrases in *L'Echo de Paris, Le Temps, Le Matin* and other key journals the secret of the treaty of guarantee.

While some correspondents were ready to interpret a French senate resolution calling on Clemenceau to obtain from the Allies guarantees of military support as indicating that the premier had not yet obtained a definite guarantee from President Wilson, Hills, who had unquestionably checked up with his best posted friend, Pertinax, cabled that "this does not accord with the best information that the *Sun* has been able to obtain, which would indicate that President Wilson's pledge was given and now awaits formulation." In the same story, Hills quoted Pertinax as regarding the reported pact as only "in the nature of a supplementary guarantee" because "President Wilson cannot conclude an alliance without the Senate's approval," a constitutional point on which his collaborator Hills probably had coached him.

For some correspondents, the delegations of discontented or smaller nations were more fruitful sources than the Big Three. Walter Duranty of the New York *Times*, J. C. Macdonald of the New York *Herald* and Salvatore Cortesi, chief of the A.P. Rome bureau, who was able to make much of his established contacts, frequently got insight into disagreements within the Supreme Council from Italian sources. During the Fiume controversy, Cortesi's inside track was especially valuable, for he personally knew not only Orlando and Sonnino, but also Nitti and Tittoni, who returned to Paris as the new heads of the Italian delegation. Baron Romano Avezzana, newly appointed ambassador to the United States, passing through Paris en route to Washington, also gave the A.P. correspondent an important statement of Italian policy towards the United States.[35] Hearst's New York *American*, probably with an eye to Italian circulation, gave statements of the Italian case frequent front-page play, as when Universal Service obtained a defense "authorized by the Italian headquarters" of the stand on Fiume.[36]

The Chicago *Tribune* scored one of the greatest beats of the conference, the publication of its own 25,000-word digest of the treaty, when Spearman Lewis, head of the Paris bureau, promised a member of the Chinese delegation that his paper wished to assure justice to China by publicizing the iniquities of the Shantung settlement. Frazier Hunt, who was on the point of sailing from France, carried the precious copy of the treaty to Patterson and McCormick in Chicago.[37]

Hills, writing the author, admitted

[34] Baker, II, p. 79.

[35] Duranty, Macdonald, personal interviews, 1936; A. P. Service Bulletin, Dec. 3, 1919, pp. 43-44.

[36] New York *American*, April 5, 1919, p. 1.

[37] Frazier Hunt, *One American and His Attempt at Education*, (New York: 1938), pp. 168-171.

that "one of the greatest blunders of my newspaper career was made with the full copy of the peace treaty . . . Two days before (Hunt sailed) . . . an assistant, with great joy, after burrowing in the German legation (sic), brought me a full copy in German. Why I never sent the German copy I do not know. I thought that, of course, the English copy would immediately be available to all, and that is the only reason I can find for it. But had I sent it, it would at least have made the same boat as Spike Hunt and certainly there were men in the old *Sun* office who could have translated it. I shall never forgive myself for such a blunder."

Such then were some of the actual news sources, semi-official and unofficial, from which American newspaper men drew the material upon which to base dispatches. Technically, of course, it was the conference communiqués which were the authorized and official news source, but—at least from the American point of view—there was no news in them. The correspondents had to dig out almost every story they wrote. Even during the period of no communiqués, the American newspaper men reported on the covenant article covering the Monroe Doctrine, the reparations clauses, the President's struggle within the Big Four and other major stories, at a time when the Paris papers were forced to republish what they could pick up from the English-language press in Paris and the London newspapers. Information that Wilson had yielded to Clemenceau's pressure and had promised to recommend to the Senate that it approve a treaty obligating the United States to come to the aid of France in case of an unprovoked attack by Germany came to the American people not through any publicity emanating from the American delegation itself but through the correspondents' observation of, and deductions from, French press comment and from the tight-lipped silence of the American officials.

Neutrality and Press Freedom In Sweden

By Ivan Benson

Professor Benson is on leave from the School of Journalism, University of Southern California, for the year 1939-40 to make a study of journalism in Scandinavia. He is a native of Sweden.

ONE of the last stands for freedom of the press in Europe is being made in Sweden where the government, adopting various measures to guard its neutrality, is seriously considering the passing of additional press laws that would impose further restrictions on newspaper comment on foreign affairs. The press in Sweden has for many years zealously defended its right of free comment and criticism, and any restraint upon this right will be strongly opposed. Journalists and other public men in Sweden think that the country already has enough press laws, and that the authorities concerned with guarding neutrality can find support for necessary prosecution in the existing statutes.

The law of press freedom of Sweden, adopted in 1812,[1] is one of the four fundamental laws that make up the Swedish constitution. The other three are the forms of government law adopted in 1809; the parliamentary law, adopted in 1866; and the law of succession, adopted in 1810. The law of press freedom is correlated to the statutes of the criminal law which provide the specific punishments for various offenses.

A prosecution common in Sweden during its present campaign to guard its neutrality is one brought under a press law statute which prohibits opprobrious criticism of any country with which Sweden is in peaceful relations. The statute, referred to as TF 3:9, reads as follows:

> Opprobrious, offensive or adversely critical opinions and declarations about contemporary nations or states, with which the kingdom is in peaceful relations, concerning their present government, regime and form of administration, high officials and envoys, domestic or foreign relations, enterprises or negotiations [are prohibited]; violation shall be prosecuted under 8:28 of the criminal law, and the writing shall be confiscated. If the writing is neither opprobrious nor offensive, but through it a misunderstanding with a foreign power arises, the writing may, without action at law, be confiscated.[2]

During the present campaign to guard Sweden's neutrality, the authorities have brought several newspapers to the bar to answer for violations of TF 3:9. Among these newspapers are *Trots Allt!*, *Ny Dag*, *Arbetar-Tidningen* and *Eskilstuna-Kuriren*. There have been several convictions and other similar cases are pending.

Historically, prosecution under TF 3:9 has not been infrequent, particu-

[1] Certain changes were made in 1922.

[2] *Tryckfrihetsforordning*, 3:9.

larly during times of crisis in foreign relations. Offensive criticism of a foreign government was, as early as the press freedom law of 1766, punishable only by a fine of 50 "riksdaler" and confiscation of the newspaper issue. In a famous parliament in Orebro in 1812, however, there were evidently those among the legislators who did not think highly of newspaper men; for violation of TF 3:9, confiscation was dropped,[3] but the punishment was increased to death, exile or lashing and imprisonment. The parliament of 1865-66 lightened the possible sentence to the present one, which is a fine or at most two years' imprisonment.

Confiscation of issues of offending newspapers was the rule before 1844. A provision in the press law stated that, as a condition of publication, a newspaper must register the title of the paper and the name of the responsible editor, and that in case of libel this registration could be cancelled. When registrations were cancelled by the authorities, newspapers registered new names, both for titles and editors. The Stockholm *Aftonbladet*, the most powerful newspaper in Sweden in the early days, scored decisive victories over restraint of press freedom. Its editor, Lars Johan Hierta, who founded the paper in 1830, issued the publication under a series of titles, *First Aftonbladet, Second Aftonbladet* and succeeding new registrations.

The *Newer Aftonbladet* was suppressed [4] in 1835 for insinuating that the Russian Emperor Nicholas I was suffering from a brain hemorrhage, "a condition," said the paper, "which does not seem to be uncommon in the house of Romanoff." Again in 1838 Hierta's newspaper, as the *Fourteenth Aftonbladet*, was confiscated, this time for asserting that Queen Victoria of England still found herself in anguish over her marriage plans and that the pope was too old to get out of his chair, as well as for other assertions considered offensive by the authorities.

By demand of the Prussian minister in Stockholm, the *Tenth Dagligt Allehanda in Stockholm* was charged under TF 3:9 for a poem, "The Prussian King," in which the king was accused of brutality to his people. In 1853 the socialistic *People's Voice* was cited for offensive criticism of Napoleon III, an action brought, it seems, through the initiative of Sweden's King Oscar I to humor Napoleon. In both the *Allehanda* and *Voice* cases the jury acquitted.

Imprisonment was meted out to some editors. *Aftonbladet's* Otto Olander served six months in 1837 for an article on Austria's ravaging in Italy; the editor of *Flygposten* served a three months' sentence and the editor of *Framåts* a four months' sentence in 1877, both for offensive criticism of the Danish government.

AFTER 1877 more than a quarter of a century elapsed before another case arose under TF 3:9. In 1904 *Norrtelje Tidning* was found guilty of derogatory writing when it accused Sultan Abdul Hamid of perjury toward the Russian people.

In 1908 the German Emperor Wilhelm II demanded an action against *Arbetarbladet*, which called him, among other things, "a crowned prater of nonsense," "a spiritually and bodily degenerated cripple" and "a

[3] Confiscation was reinserted in 1817.

[4] Its registration was cancelled.

uniformed murderer." The editor, Emil Rosén, was sentenced to three months' imprisonment, but after appeal served one month.

In 1933 Hitler's associate Göring was criticized by the newspaper *Arbetaren*, which referred to him as a "bloodhound." The newspaper's responsible editor was sentenced to three months' imprisonment, one month for each of the articles found to be offensive. The complaint was brought by Count Rockelsta.

The most prominent of the recent cases under TF 3:9 is that of Ture Nerman, editor of *Trots Allt!* At Nerman's first trial the prosecuting attorney charged that the defendant's article, "Hitler's Infernal Machine," published November 11, 1939, was offensive and devoted to endangering Sweden's good relations with Germany. Nerman's article was cited by the prosecution as declaring that the Nazi regime was constructed on force and oppression; that England's "Irish" infernal machines were of German origin; that England and France were using proper foresight in waiting for Germany's "empire of terror" to fall of itself; that the aftermath of the attempted assassination of Hitler would be convulsive; that Germany was a powerful infernal machine; that one condition of peace must be the uprooting of the Nazi gangster-force; that the German people had been robbed of their liberty.

In actions under the press law the jury consists of seven members chosen by the court and three each by the plaintiff and the defendant. The jury decides whether or not the matter is criminal. The court determines the punishment, according to the limitations imposed by the criminal law. In Nerman's first trial he was found guilty, and was sentenced to three months' imprisonment. He then awaited trial on a second charge under TF 3:9.[5]

Similar actions against *Arbetar-Tidning* and *Ny Dag* also resulted in convictions, after the two newspapers in issues of December 6 and 8, 1939, published articles with the following headings: "Joy at New York's Finnish Club"; "Kuusinen Hailed by Finnish Workers in U. S. A."; "Finland's Folk Army Has Begun Organizing"; "Mannerheim's Democracy"; "Folk Meeting in Petsamo Supports Folk Regime." The editor of *Arbetar-Tidning* was sentenced to three months' imprisonment and the editor of *Ny Dag* to two months.

The frequency of actions under TF 3:9 has put Swedish journalists on the alert in guarding their time-honored right of freedom of the press. Even the present possible punishment under TF 3:9, although not as great as in previous years, is a strong one, writes Sigurd Hansson, and "with the crime's vague definition the greatest watchfulness is required by jury members, so that the law will not lead to a suppression of the right and freedom to discuss and judge in print what is happening in foreign countries; the right is doubly important in these times." [6] Swedish journalists say that the nation can be vigilant "through a free and untrammeled press which will be allowed to criticize and, with the required moderation, say its meaning even in the most delicate political

[5] For two articles in *Trots Allt!* of Dec. 8, 1939, entitled "Communists and Nazis" and "New Charge. Fear of Nazi-ism."

[6] *Göteborgs Handels och Sjöfarts-Tidning*, Nov. 17, 1939.

questions. Thus the country is better served than by a public fear spreading itself so that newspapers dare utter nothing or that they be trapped by the law if they dare give utterance to what best benefits the kingdom." [7]

Sweden is one of the few European countries with an essentially free newspaper press. In this democratic nation, it is to be expected that journalists will guard jealously their Magna Carta of press freedom and will oppose vigorously any attempts by the Riksdag to make changes in the old fundamental law. There is an alert observation also of court actions against newspapers, particularly under TF 3:9, to guard against infringement of press freedom as guaranteed by the Swedish constitution.

[7] *Vestmanlands Läns Tidning*, quoted in *Aftonbladet*, Jan. 7, 1940.

The Background and Training Of Science Writers

By Hillier Krieghbaum

Mr. Krieghbaum, assistant professor of journalism at Kansas State College, made the study of which this paper is a part as a graduate student in Medill School of Journalism, Northwestern University.

SCIENCE Service compiles and keeps up to date a check-list of "science writers and editors of newspapers, syndicates and magazines." The list issued June 14, 1939, contained approximately sixty names. By eliminating those working on magazines, either popular or scientific, one finds that there are thirty-four professional newspaper science writers in the United States. This is an average of approximately one correspondent for every 4,000,000 of our population, or one writer for each fifty-odd daily newspapers. One must not forget, however, that the science articles of the press association correspondents may be published in hundreds of newspapers.

Questionnaires were sent to these thirty-four professional science writers by the author. Biographical information was obtained from thirty-one correspondents, 91 per cent of the group.[1] Because of his four years of experience as a science writer for Science Service; David Dietz, science editor of the Scripps-Howard newspapers; George H. Eckhardt, Science Service correspondent in Philadelphia and free-lance science writer; Leonard H. Engel, Science Service staff writer; William Engle, science writer for the New York *World-Telegram;* Elizabeth S. Foote, assistant to the director of publicity, Cornell University, and Science Service correspondent at Ithaca, N. Y.; Dr. E. E. Free, science adviser to a number of newspapers and magazines and author of the weekly *The Week's Science;* Wesley Fuller, former Boston *Herald* science writer and Nieman fellow at Harvard University, 1938-39; George William Gray, free-lance contributor and writer of books on science; Thomas R. Henry, science writer for the Washington *Star;* Waldemar Kaempffert, science and engineering editor of the New York *Times* and a science writer since 1900; Philip Kinsley, science writer for the Chicago *Tribune* on a part-time basis; Hillier Krieghbaum, former United Press science writer and now on the journalism faculty at Kansas State College; Gobind Behari Lal, science editor for the International News Service; R. M. Langer, physicist at California Institute of Technology and, since 1934, part-time correspondent for Science Service at Pasadena, Calif.; Boyd Lewis, central division news manager for the United Press in Chicago and responsible for many of that agency's science stories originating in the Midwest; William L. Laurence, science news editor for the New York *Times;* Stephen McDonough, science writer for the Associated Press in Washington; John Munro, Science Service correspondent at Cambridge, Mass.; Herbert B. Nichols, natural science editor for the *Christian Science Monitor;* John J. O'Neill, science editor for the New York *Herald Tribune;* George A. Pettett, assistant to the president of the University of California and free-lance science writer; Robert D. Potter, news editor and physics staff writer for Science Service; D. H. Schall, editorial writer and editor of scientific news for the Penn Feature Syndicate, Philadelphia; Allen Shoenfield, Ann Arbor correspondent and science writer for the Detroit *News;* Steven M. Spencer, science editor of the Philadelphia *Bulletin* and Nie-

[1] The thirty-one correspondents on whom the author was able to obtain the necessary information are:

the United Press Associations, the author was able to draw upon friendships with former colleagues.

The newspaper reporting of science news is a small field indeed when contrasted with the several thousands of sports writers or hundreds of financial writers. Although they are few in number, science writers wield a profoundly powerful influence. They supply news regarding the progress of science to prepare readers for application of discoveries to their lives and their environment. They are in effect the advance men of scientists.

Educational Background

An analysis of the biographies of these science writers shows a far greater degree of "higher education" than among the general population (only 11 per cent of high school graduates attend college). The percentage of science reporters who are college graduates is approximately twice as high as that of 505 "successful" journalists[2] and about 40 per cent higher than among the Washington correspondents.[3] The following table shows the educational training of the 31 science writers in contrast with the Washington correspondents and the "successful" newspaper men.

	Science Writers		Percentage of Washington Correspondents[4]	Percentage of "Successful" Journalists[5]
	Number	Percentage		
Did not attend college.....	4	12.9	27.6	32.6
Attended but did not graduate	4	12.9	25.2	26.6
Graduated from college	23	74.2	47.2	40.8
Have done graduate work but have not yet received advanced degree	5	16.1	....	....
Received advanced degree other than doctor of philosophy...	5	16.1	6.3	....
Granted doctorate of philosophy	3	9.7	....	....
Received honorary degrees ...	2	6.5	3.2	....

When one considers that some of the science writers are older men and women who attended school when a college education did not have its present vogue, the statistics showing that three out of four are college graduates are impressive. Not quite half of the group have done advanced work; two — Howard W. Blakeslee, who received an honorary master of science degree, and Waldemar Kaempffert, who was granted an honorary doctorate of science— were singled out for special recognition by colleges. It is doubtful that many other occupations can point to as high a general educational standard as the science writers. The assumption that successful science correspondents must have adequate educational background is obvious.

Science writers have not, however, come solely from among graduates who received the degree of bachelor of science. Of the twenty-three who were graduated from colleges or uni-

man fellow at Harvard University, 1939-40; Jane Stafford, medical staff writer for Science Service; Frank Thone, biology staff writer for Science Service.

[2] Robert Frank Harrell and Walter B. Pitkin, *Vocational Studies in Journalism* (New York: Columbia University Press, 1931), pp. 101-102.

[3] Leo C. Rosten, *The Washington Correspondents* (New York: Harcourt, Brace, 1937), pp. 159-160.

[4] Rosten, pp. 159-160.

[5] Harrel and Pitkin, pp. 101-102.

versities, the distribution of bachelor's degrees was as follows:

	Number	Percentage
Bachelor of science....	9	37.5
Bachelor of arts.....	8	33.3
Bachelor of laws[6].....	1	4.2
Unspecified	6	25.0
Total	24	100.0

Of the eight earned advanced degrees, three were masters of science, three were doctorates of philosophy, one was that of civil engineer and one was unspecified.

The major subjects of the science writers, including some cases where individuals majored in two or more subjects, were divided as follows:

	Number	Percentage
English or literature...	6	23.0
Journalism	3	11.5
Chemistry	3	11.5
Anthropology	2	7.6
Botany	2	7.6
Psychology	2	7.6
Engineering	1	3.9
German	1	3.9
Government	1	3.9
History	1	3.9
Mathematics	1	3.9
Philosophy	1	3.9
Physics	1	3.9
Zoology	1	3.9
Total	26	100.0

Of the fourteen subjects in which science writers majored as college undergraduates, the vast majority were either in the sciences or in the field of writing. Only two of the twenty-six majors—government and philosophy—could be ruled as of little value in training a science correspondent; and even the study of how men live together and how they think might be of great value in trying to understand and interpret the progress of science. Thirteen of the twenty-six majors were in the sciences and nine were in English, literature or journalism, any of which supposedly prepares the student for a writing career. German would be of value in translating scientific journals. History would give an appreciation of man's struggle to better his environment.

It is significant that only two of the science writers majored in subjects known as social sciences. The science correspondents, in general, studied physical sciences in which they could learn about the world and how it functions.

From this study of the fields in which the science writers majored, it appears that many had special interest or aptitude in some field of science. In some cases, the correspondents planned to go into science writing, but in more they drifted into it because they had background for writing intelligently in the field. To some reporters editors kept on giving science assignments until they became recognized specialists on their newspapers.

Family Background

Did these reporters' early background lead them to become science writers? This is a difficult question to answer, but a study of the occupations of the writers' parents may shed light on the subject. Here is a breakdown of the occupations of science writers' fathers:

	Number	Percentage
In business or mfg.....	7	22.7
Newspaper men	3	9.7
Chemists	2	6.5
Lawyers	2	6.5
Associated with printing business ..	2	6.5
Government official ..	1	3.2
Locomotive engineer ..	1	3.2
Mechanic	1	3.2

[6] One of the science writers holds both bachelor of science and bachelor of laws degrees.

Pharmacist	1	3.2
Physician	1	3.2
Postoffice employee	1	3.2
Skilled workman	1	3.2
Teacher	1	3.2
Theater manager	1	3.2
Tobacco jobber	1	3.2
Undertaker	1	3.2
"Non-professional"	1	3.2
Unspecified	3	9.7
Total	31	100.0

These statistics show little except that a majority of the science writers' fathers were engaged in professional work, including employment on newspapers and in the printing business, and that few of the parents themselves were scientists. It appears probable that the parents' economic status, which permitted them to send their children to college, was more important than any "inherent" or environmental interest in science.

Professional Background

What sort of work did these science writers do before they took up their present occupation? A breakdown of their journalistic and scientific backgrounds shows the following distribution:

	Number	Percentage
Did only journalistic work	17	54.8
Did both newspaper and scientific work	3	9.7
Did only science work	3	9.7
Did neither kind of work	5	16.1
Unclassified	3	9.7
Total	31	100.0

These statistics indicate that the science writer is usually well grounded in the techniques of newspaper work before he becomes a correspondent in this special field.

The number of years which the seventeen newspaper-trained correspondents spent in general journalistic work before turning to science writing is depicted in the following table:

Years	Number	Percentage
1	1	5.9
2	2	11.8
3	1	5.9
4	1	5.9
5	2	11.8
6	1	5.9
8	2	11.8
10	2	11.8
12	2	11.8
15	1	5.9
20	1	5.9
23	1	5.9
	17	100.3

Most of the science writers have been working in their special field for a number of years. The distribution of experience in science writing is shown in the following table:

Years	Number	Percentage
2	1	3.2
3	1	3.2
4	1	3.2
5	4	12.9
6	2	6.5
7	1	3.2
9	1	3.2
10	2	6.5
11	2	6.5
12	4	12.9
13	1	3.2
14	1	3.2
15	2	6.5
18	1	3.2
20	2	6.5
30	1	3.2
39	1	3.2
Unknown	3	9.7
Total	31	100.0

These correspondents, it appears, are matured individuals who have not only had years of general reporting experience but also years of work in their own specialty.

Some Possible Leads In Journalistic Research

By Ben Gallob

Mr. Gallob was graduated with honors from the Department of Journalism, University of Minnesota, after concentrating his work in journalism, social psychology and sociology. He suggests new research approaches for the journalist-investigator.

SCIENTISTS customarily divide research into two general categories: longitudinal (historical or qualitative) and cross-sectional (a-historical or quantitative.) Any fairly exhaustive examination of research by journalists[1] indicates that the bulk of work to date has been in the first category. Such volumes as Bleyer's definitive history,[2] Wilkerson's public opinion study[3] and Mott's Pulitzer prize-winning history of American magazines[4] are high points of these labors. This does not, of course, exhaust the list of important work completed in qualitative research.

The reasons for the comparative shortage of significant quantitative studies by journalists are varied. Among them, however, lack of interest cannot be listed. Increasing attention has been given to this aspect of research in recent years.[5]

Fortunately a large body of theory and research is available for consideration by journalists both as guides and as horrible examples as they turn increasingly to problems of quantitative investigation into newspaper data; social scientists have published a good deal of material.

This statement is especially true of American sociologists, who have long regarded the newspaper as a social institution,[6] and, as such, uniquely a source of sociological research data. All of this work is properly of much interest to research-minded journal-

[1] The term "journalists" will be arbitrarily applied throughout this paper to teachers of journalism at the college and university level. As used here, the term implies extensive newspaper experience. C. D. Johnson ("Journalology, the New Science," *Social Forces*, 6:38-45, March, 1928) has suggested the term "journalologists" be used. This term seems to have its shortcomings.

[2] W. G. Bleyer, *Main Currents in the History of American Journalism* (Boston: Houghton, Mifflin, 1927).

[3] M. M. Wilkerson, *Public Opinion and the Spanish-American War* (Baton Rouge: Louisiana State University Press, 1932).

[4] F. L. Mott, *A History of American Magazines* (Cambridge: Harvard University Press, 1939, 3 vols.).

[5] See reports of meetings of American journalists in this journal, *passim*.

[6] L. V. Ballard, *Social Institutions* (New York: Appleton-Century, 1936), pp. 490-92.

[7] This emphasis on sociological studies is based on knowledge acquired by the writer when, as an undergraduate in the Journalism Department, University of Minnesota, he made two studies ("Some Contributions of Sociology to Journalism, I. The Native Urban Newspaper," summer, 1937, and "II The Rural Weekly," spring, 1938) which revealed some of the facts here drawn upon. Another reason for this emphasis lies in the fact that journalists are prone to label studies of which they do not approve as "sociological," i. e., as either unrealistic or as overly concerned with irrelevant ethical matters. (E. N. Doan, "The Newspaper and Research," *Social Science*, 11:121-25, April, 1936, and L. W. Murphy, "Notes on the Kingsbury-Hart Study," JOURNALISM QUAR-

ists. It is clear that a critical evaluation of such research would be of much value.[7]

Separation of sheep from goats in such studies is of special importance; one of the most interesting facts revealed by the writer's study of sociology and journalism[8] was that many of the studies there examined were partly (and in many cases, completely) vitiated by the lack of that pragmatic knowledge of newspaper structure and function which newspaper men usually seem to acquire and which non-newspaper men usually seem not to.[9]

A critical analysis of all such studies is a project of considerable magnitude, and one obviously outside the scope of a brief article. Certain lessons, however, may be learned from such material which may be of value to journalists as they lay the foundations of a scientific journalism. In the interests of such an approach, this paper will offer five research leads based upon the writer's studies. These are submitted not in any spirit of censure relative to the work of contemporary students, but rather in the hope they will suggest new sources and new approaches to the common goal, the amassing and interpretation of data about the newspaper and the attitudes toward it of its readers.

1. *On influence of the press.* In the perhaps representative collection of generalizations on this fascinating subject gathered by the writer[10] nothing seems more clear than this: there is no common agreement on the precise meaning of this concept.

Such generalizations might be criticized on various grounds: failure to examine all the implications of the concept, failure to properly narrow the field; failure to separate out for individual consideration all the variables involved, total failure at definition. Such a criticism would be meaningful, however, only if it were assumed that such generalizations were offered as contributions to science. Such an assumption seems unwarranted.

Another objection is concerned with the basic problem of definition, touched on above. Just what does "influence of the press" mean? Indeed, what does the term "the press" cover? Obviously, there are different parts to a newspaper, in different types of newspapers, relative to varying criteria of reader attention,[11] rel-

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TERLY, 11:382-91, Dec., 1934). Considering the vigor with which top-ranking sociologists defend the objectivity of sociology as science, charges of idealistic bias against them by journalists deserve attention. That justification exists for such criticism is undeniable. It is deemed desirable, however, that a thorough knowledge of sociological contributions should be the basis for criticism; it is doubtful that that condition has been met. This paper may be considered a tentative first step in that direction.

[8] Unpublished; see citation in Note 7. The bibliographies of those studies, with addition of some recent items to bring them up to date, form Bibliographies A and B at the close of this paper.

[9] The position that investigators of newspaper data should know the newspaper from the newspaper man's point of view, as a check against lack of realism, is one held by most journalists. It has been espoused, also, by a sociologist, R. E. Park.

[10] Some of these deserve quotation: Psychologist—"What . . . children read in the newspaper today will condition how and what they will think . . . tomorrow" (H. C. Lehman and P. A. Witty, "Ethics and the Press," *International Journal of Ethics*, 38: 208, Jan., 1928); sociologist—"The newspaper . . . is . . . an educating influence second to none in the power it has to establish new ideas or buttress old ones" (E. R. Groves, in *Social Forces*, 7:350, Mar., 1929); publisher—"news is among the chief factors in the formulation of conduct," H. B. Swope, "An Instrument of Civilization," in L. W. Murphy (ed.), *An Introduction to Journalism* (New York: Nelson, 1930), p. 8.

[11] See A. T. Poffenberger, *Psychology in Advertising* (New York: McGraw-Hill, 1932, 2nd ed.), pp. 250-52, for reports on quanti-

ative, further, to varying types (socio-economically, ideologically and so on) of readers. Is it a meaningful procedure to lump all these factors together under one label, "the press," and to speak of *its* influence?

Still another problem is the matter of influence. This is a complex problem for which consideration of fundamentals may be helpful. It is clear to start with that what people read does affect the manner of their thought and behavior.[12] Stated otherwise, newspaper content may be considered one of the possible stimuli which, in an appropriate situation, will play a part in producing human behavior. But to proceed from such a comparatively cautious statement to the assumption implicit in sweeping generalizations about press influence that newspaper content is, in any given situation, a dominant, or even the only, stimulus to given behavior is an untenable procedure.[13]

It has been stated as an axiom that an adequate interpretation of any bit of conduct depends on a knowledge of the complete setting of the act.[14] It is theoretically possible that a news story might be the only stimulus in the setting of a given act; but it is not likely. In a culture like ours, in which the individual is constantly bombarded with every conceivable stimulus, the importance for our problem of such a theoretical possibility is materially lessened.[15]

Another important consideration is the implication in generalizations about newspaper influence that something read in a newspaper (as stimulus) is a cause and the subsequent behavior of the reader (as response) is the effect.

Reducing this problem to a cause-effect sequence involves recognition of a need to examine this matter more closely. Thus considered, such a sequence may be described in this manner: among all the factors which may be important in producing the

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tative studies of varying reader interests relative to different sections of the newspaper. A more recent study is J. R. Gerberich and J. A. Thalheimer, "Reader Interests in Various Types of Newspaper Content," *Journal of Applied Psychology*, 20: 471, Aug., 1936.

[12] E. Dovifat, introd. to P. F. Douglas and K. Bomer, "The Press as a Factor in International Relations," *Annals of the American Academy of Pol. and Soc. Science* (hereafter cited as *Annals*), 162:143, July, 1932; R. W. Desmond, *The Press and World Affairs* (New York: Appleton-Century, 1937), p. 1.

[13] Perhaps a word in justification for the use of a socio-psychological approach, in general, and of a stimulus-response approach, in particular, to this problem, is desirable at this point. There are a number of ways of attempting to reduce the concept of press influence to manageable units, which Harding (as cited in Bibliography A, p. 371) insists upon as a first step in dealing with the problem. The writer believes that the first need is for precision and that such precision can best be attained by considering the matter in terms of attitudes of readers toward newspaper content. If this is granted, it would follow that a socio-psychological approach best enables us to attack the problem fruitfully, since the attitude concept is basic in modern social psychology. The use of the stimulus-response framework is less defensible; its use has been attacked as productive of unrealism. (L. L. Thurstone, "The Stimulus-Response Fallacy in Psychology," *Psychology Review*, 30:354-69, Sept., 1923; counter-arguments are in J. R. Kantor, "In Defense of Stimulus-Response Psychology," *ibid.*, 40:324-36, July, 1933). Again, such use may be justified on the grounds of precision needs; a sacrifice of realism for clarity (assuming such a sacrifice is actually involved) seems worthwhile for use of these terms does permit an immediate grasp of fundamentals. Finally, many contemporary attempts to deal with this problem are really cast in a stimulus-response mold, though the actual terms may not be used; this fact would seem to justify an analysis placing approaches to the concept squarely in the frame of reference of modern psychology. The term "stimulus" will be used here to refer to any meaningful change in the individual's environment. "Response" is used to mean changes in the individual's behavior "caused" by such stimuli.

[14] J. J. B. Morgan, *Psychology of Abnormal People* (New York: Longmans, Green, 1936, 2nd ed.), p. 277.

[15] A casual reading of a text like R. T. La Piere and P. R. Farnsworth, *Social Psychology* (New York: McGraw-Hill, 1936), will drive home this point of cultural bombardment.

"effect" in which we are interested, that one which we label as "cause" could not be removed from the situation without significantly altering the "effect."[16] The question to be considered is: would the given "effect" have occurred in the absence of the factor to which we have applied the term "cause"?[17]

The problem thus becomes one of constructing a definition of press influence which will meet satisfactorily the implied conditions of a cause-and-effect analysis.

In search of such a definition, it is necessary to insist that all behavior is the product of many stimuli.[18] It is practically impossible to identify any stimulus (such as reading about a murder in a newspaper) and demonstrate conclusively that the stimulus led to any specific response (such as the committing of a similar murder by the reader). This difficulty may be surmounted by approaching it in negative terms. That is, it may be postulated that if a given stimulus were not present in a situation, a given response would probably not have occurred. A definition in these terms may now be offered:

> The phrase has meaning relative to a situation in which it can be demonstrated that among the many causes leading to given behavior, something read in, or heard about from, a given newspaper exercised so determining an effect on that behavior as to raise a strong presumption that, in the absence of such stimulation, that behavior would probably not have occurred; or would have differed significantly, had it occurred in the absence of such stimulation.[19]

2. *On measurement of newspaper variables.* It would indeed be presumptuous of the writer to attempt a comprehensive discussion of so complex a subject as this. A few suggestions in line with the general aims of this paper may be offered.

It may be argued that the time has arrived when techniques worked out in this field by explorers from the sociological camp might well be applied, at least in a tentative fashion, by journalists.[20] Such a procedure might yield two gains. (1) It would permit the accumulation of data for a critical examination of the journalistic assumptions under-

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[16] Adapted from the definition offered by G. A. Lundberg, in *American Sociology Review*, 1:49, Feb., 1936, footnote 35. For purposes of clarity, the statement above is given rather dogmatically. Readers disturbed by such dogmatism may insert the word "probably" at frequent intervals.

[17] Or, had it occurred, would it differ significantly in the absence of the "causal" factor?

[18] This is the multiple-causation theory, as it is usually applied to psychological discussions of cause and effect. A very important criticism of this theory, which has long been regarded as a fundamental thesis in scientific method, may be found in P. A. Sorokin, in *American Sociology Review*, 3: 475ff., Aug., 1938.

[19] A few points deserve brief consideration in connection with this definition. (1) It will be noted that it is somewhat similar to that worked out by Willey in *The Country Newspaper* (Chapel Hill: 1926), pp. 20-21, which he labelled the "indirect approach." A greater comprehensiveness and closer attention to unit identification may perhaps be claimed for our definition. (2) It raises many interesting questions worth further attention: Do the stimuli include many such readings? If a considerable time elapses between stimulus (reading about murder) and response (committing similar murder) does that invalidate a *theoretical* cause and effect sequence? Must the stimuli be directly from the newspaper or is a substitute (such as hearing about it from someone who *did* read it) satisfactory? What, in a specific situation, would constitute a strong presumption? Many others could, and should, be raised. (Acknowledgment is made for the helpful criticisms offered by Prof. E. H. Ford, to whom the writer first expounded this definition.) (3) The definition is admittedly cumbersome, but should not the task of breaking it down *follow*, rather than *precede*, its application to specific problems? (4) It may be suggested that this definition might perhaps be useful as a deflating instrument in relation to careless thinking about newspaper influence. That possibility alone would justify a careful analysis of its validity.

[20] Training in scientific method being assumed.

lying application of the techniques. As an example, one may consider the Bryn Mawr studies.[21] Murphy, in a perhaps too-incautious condemnation, has found little of value in either the methods used or the data uncovered by the Bryn Mawr workers.[22] Such a judgment might perhaps be dismissed as the product of a press-can-do-no-wrong complex.[23] Yet some of the objections raised by Murphy seem sound and worthy of further investigation. Clearly, application of the techniques by a journalist might assist in disclosing fatal weaknesses involved in their use if, as Murphy insists, such exist in this study. Such testing might justify further application of the methods on a much wider scale than was attempted in the original study. Thus the collection of data would proceed hand-in-hand with the testing of data-collecting tools, the traditional mode of advance in science. (2) It would furnish data which might do much to clarify the problems involved in current controversies over various aspects of the newspaper, controversies kept in a green and flourishing state by precisely that lack of tested information.

Other techniques which deserve similar consideration are those worked out by Harris[24] and by Woodward.[25]

3. *On propaganda.* If it be argued that this field is less the concern of the journalist than of the social psychologists, two points may be offered in rebuttal. First, journalists have undertaken work in this field.[26] Second, the newspaper is regarded as an important medium of propaganda, however the term is defined.[27] Such considerations would at least suggest that acquaintance by journalists with contributions to the subject by workers from other academic fields would be desirable.

If that proposition is granted, then no journalist, it would seem, could avoid the difficulties involved in the still-unresolved problem of definition. Hardly a study appears that does not include a re-working of the concept, usually in terms of an attempt to distinguish its effects from those of the process regarded as education.[28] The more important of these, if the arguments given here are acceptable, should not be ignored by journalists. For example, sociologist LaPiere has suggested, as a quantitative approach to a distinction between propaganda and education, that the use of the former term should be restricted to attempts by a minority to swing a majority to its ways of thought and behavior; and the latter term to attempts by majorities to inculcate majority patterns into the nervous systems of minorities.[29] At least one question is raised that is pertinent to our general inquiry: what are the implica-

[21] See No. 12 of Bibliography A.

[22] L. W. Murphy, "Notes on the Kingsbury-Hart Study," *op. cit.*

[23] H. L. Smith, "The Press Can Do No Wrong," *Forum*, 51:82-88, Feb., 1939.

[24] See No. 8 of Bibliography A.

[25] See Nos. 37 and 38 of Bibliography A.

[26] Ralph D. Casey, O. W. Riegel and others.

[27] Ralph D. Casey, "How to Read Domestic News," in E. Ellis (ed.), *Education Against Propaganda* (National Council for the Social Studies, 1937), p. 40.

[28] A useful summary of such attempts up to 1935 may be found in L. W. Doob, *Propaganda* (New York: Holt), pp. 71-89. It is assumed here that education, as content, would subsume news, a proposition probably acceptable to a majority of journalists. And, of course, the problem of distinguishing between news and propaganda is a perennial source of journalistic discussion.

[29] R. T. LaPiere, "Propaganda and Education; the Need for a Quantitative Distinction," *Sociology and Social Research*, 20:18-27, Sept., 1935.

tions for journalists as research workers in propaganda of this seemingly drastic house-cleaning in definition?

4. *On the concept of symbols in relation to propaganda.* Not a little of the difficulties attendant on the problem of propaganda definition might be traced to the fact that one of the early investigators, Lasswell, constructed his definition in terms of symbols.[30] A not too lucid concept to begin with, it has received little clarification from a political scientist with a Freudian bias. The items listed in Bibliography C at the close of this paper might profitably be assessed and incorporated into a general discussion of the limitations and values of the concept in relation to propaganda definition.[31]

5. *On investigation of publicity departments of various units of government.* The activities of wartime governmental publicity bureaus have received some attention, the pioneer work being done largely by Lasswell.[32] Peace-time governmental publicity has been the focus of much partisan criticism but of very little scientific analysis.[33] There seems little reason to doubt that this is an important field for research tilling by journalists. The question might be raised, however, as to the form such work might take. The writer feels that much might be gained from a cross-sectional monograph approach. It may be asserted that such studies promise a most valuable means of evaluating public relations work by government units.[34] Until many such case studies are available, much of the current discussion of the topic will continue to find motivation in partisan considerations, rather than in scientific curiosity. What seems to be needed is the establishment of norms by which it might be possible to measure the effectiveness (defined relative to the established norms, rather than by ethical criteria) of the work of various types of governmental publicity units. Such norms, it is here argued, can best be established through comparative research based on studies of *individual* bureaus. Graves has suggested that ". . . some comparative studies of the work done by a given department in a number of representative states . . . might be most illuminating."[35] A project of that nature would seem to call for a large number of the type of studies being urged here. If that is true, it may be suggested that Graves' idea has as yet found little acceptance; only two studies of that type, so far as the writer has been able to ascertain, are available.[36]

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[30] H. D. Lasswell, *Propaganda Technique in the World War* (N. Y.: Knopf, 1927), p. 9. More than a decade of study and research has apparently failed to change Lasswell's views about the adequacy of the concept for propaganda, if one may judge from one of his most recently published studies and the definition there given: Lasswell and D. Blumenstock, "The Volume of Communist Propaganda in Chicago," *Public Opinion Quarterly*, 3:63, Jan., 1939.

[31] Whether one regards this as properly a task for journalists depends, of course, on the degree of acceptance of the arguments given above concerning the desirability of interest on the part of journalists in the general subject of propaganda.

[32] *Propaganda Technique in the World War, passim.*

[33] F. E. Merwin, "Public Relations and the State Government," JOURNALISM QUARTERLY, 14:343, footnote, Dec., 1937. The *Annals* for May, 1935, contain some material on this topic, most of it impressionistic, rather than analytical.

[34] The chorus of attacks on governmental publicity (not to mention the implications for democratic theory of such publicity) would seem to justify the assumption that a scientic basis for evaluation is needed.

[35] W. Brookes Graves, "Public Reporting in the American States," *Public Opinion Quarterly*, 2:228, July, 1938.

[36] These are: T. Swann Harding, "Informational Techniques of the Department of Agriculture," *Public Opinion Quarterly*, Jan., 1937, pp. 83-96; and Ben Gallob, "A

It has been ascertained that social scientists exhibit a lamentable lack of understanding of the structure and function of the newspaper.[37] Perhaps the remedy for that situation lies partly, at least, in a much greater degree of participation than at present in research, as the term is used here, on the newspaper by journalists. It is hoped that the suggestions offered here may prove of some value in solution of the problems implied in such a research program.

State Bureau and the Public: the Work of the Division of Information of the Department of Highways of Minnesota," 1937 (unpublished; a copy is on file at the Journalism Department, University of Minn). Merwin's study (*op. cit.*, pp. 342-52) is not included because it is a general report on Wisconsin governmental publicity (based, it is true, on data from individual bureaus) rather than a series of case studies. That is true for this citation, which is an abstract of Merwin's thesis; it may not be true of the thesis, which the writer has not read. Omission of Merwin's study from the above category should *not* be considered a criticism of his work. On the contrary, as a pioneering effort, it deserves both respect and emulation. It should be pointed out also, that Merwin's raw data would probably furnish the basis for a number of monographic studies. It is to be hoped that Merwin will find this suggestion worthy of consideration.

[37] Doan. *op cit.*

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Key to abbreviations in bibliographies: *A.J.S.* — *American Journal of Sociology. A.S.R.* — *American Sociological Review. E.S.S.*—*Encyclopedia of the Social Sciences. J.Q.*—JOURNALISM QUARTERLY. *P.O.Q.*—*Public Opinion Quarterly. P.A.S.S.*—*Publications of the American Sociological Society. P.P. A.S.S.* — *Papers and Proceedings of the American Sociological Society. S.&S.R.*—*Sociology and Social Research. S.R.*—*Sociological Review. S.W.S.S.Q.*—*Southwestern Social Science Quarterly. S.F.* — *Social Forces.*

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Selection of items for these lists has been determined primarily by their usefulness in terms of the research ideas set forth in this paper. Starred items (*) designate material which (a) did not meet such criteria precisely but were valuable or which (b) fitted into a given category in a general rather than an exact fashion. A few items have been included solely as horrible examples.

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This list includes some items—those starred (*)—which have material of no direct reference to the problem of propaganda-identification. A list of such material of indefinite length could be collected, a state of affairs indicating how a vague concept can collect any number of interpretations. This condition calls for both a winnowing process and an attitude of extreme caution in using the concept. Neither of these suggestions has been followed to any extent.

Statutory Definitions Of the Newspaper

By James E. Pollard

The author of this study of the inconsistencies, inadequacies and occasional absurdities of American laws dealing with the newspaper is head of the School of Journalism, Ohio State University.

AT LEAST forty-two states have statutes defining a newspaper for legal purposes; but in general these statutes are neither uniform, complete nor satisfactory. For further guidance there are court decisions, official opinions and established practices. The statutory definitions touch upon many points, but no two are quite alike and they vary with local needs and conditions. Many seek to lay down general principles rather than to go into extensive detail. Yet some suffer from oversimplification or silence; others are long, complicated and ambiguous. Some were perhaps adequate when passed but have become obsolete or ineffective.

In all, some twenty-five specifications are listed among the statutory qualifications of newspapers competent to print public notices. Some occur more often than others and some are covered in blanket fashion by the fairly common requirement that such a newspaper must have (or be eligible to) second class mailing privileges. Some specifications overlap, but the importance of others is not always to be judged by the frequency or infrequency of their occurrence. For example, only twelve of the forty-two states require that publication must be in English.

The principal statutory qualifications fall under four headings: nature of contents or purpose, second class mailing permit, bona fide or paid circulation, and age and frequency (or regularity) of publication. The once important specification of political affiliation is lacking in most instances. The twelve most common and most important provisions, in order of frequency, are: Minimum age of newspaper; waivers or exceptions; frequency or regularity of publication; printed or published locally, at least in part; general circulation; second class entry; bona fide circulation; paid circulation; contents or purpose; printed in English; minimum circulation; and format.

Occasional special provisions legitimize publications otherwise unable to qualify. Similarly, exceptions are set up in the public interest or to avoid working needless hardships or injustices; but sometimes these seem to be at the expense of the real principle involved. In Wisconsin, statutory recognition is accorded a court and commercial newspaper, although it is not named. Other exceptions meet situations such as that where no newspaper is published in a county where a public notice is required. It may then be permissible for a

newspaper of an adjoining county or of general circulation in the state to carry the notice.

BEFORE considering the major statutory requirements in more detail, it would be well to review some of the recognized attributes of the genuine *news*paper. By specific provision or by clear implication a dozen statutes rightly emphasize the general news function. Unless this is so the publication is simply not a *news*paper in the accepted sense and does not deserve the name. Further, unless its news and editorial contents are of *general* interest, it is usually doubtful that a publication really qualifies in serving the public interest. Plausible claims are advanced for publications which look like newspapers but are not or, even if they have some of the essential attributes of newspapers, are of such limited or special interest as to lack a *general* following. This difficulty is compounded by the fact that the policies, the practices and the appeal of even the legitimate newspapers vary widely.

Difficulty also comes in borderline cases where publications serve some of the purposes of a legitimate newspaper but have limited facilities. If such newspapers are actuated by legitimate purposes and if their existence serves a real need, they deserve reasonable encouragement and support. In qualifying for the right to carry public notices, however, the burden of proof rests upon them and they are rarely justified in seeking exemptions from ordinary legal requirements in such matters.

Another major source of difficulty is the occasional publication which looks like a newspaper but which is mostly pretense. Its chief purpose is to pack its columns with commercial advertising, adding legal advertising if it can. Such a paper may be given away, or it may have a nominal "subscription price" largely fictitious because no real effort is made to sell it to readers and thus establish a *paid* following.

Two examples illustrate these situations. In one case, all too typical, a small weekly with a paid circulation of about 600 was selected as one of three newspapers in its county to carry considerable important legal advertising. Its staff consisted of the editor-publisher and a reporter-advertising solicitor. Published in a remote corner of its county of 350,000 population, it was actually printed in an adjoining county. Yet it was designated as an official newspaper of *general* circulation for the *entire* county. Such a practice makes a farce of the principle underlying the public notice.

Another publication that began as a shopper decided to become a newspaper of general circulation. It improved its makeup, published a subscription price and began to carry more reading matter. It was even given some legal advertising in its county. A mortgage foreclosure action turned finally, however, on whether the notice carried in this publication was valid. The court held, in substance, that it was not a genuine newspaper. This was confirmed upon appeal because it had no news or editorial staff, its news was rewritten without credit from legitimate newspapers and its actual paid circulation consisted of two subscribers in another state. The facts showed clearly its spurious nature.

Several other kinds of publications

have some of the attributes of real newspapers but are lacking in one or more essentials. It is questionable whether they merit full recognition as bona fide newspapers of general circulation. One is the official publication issued regularly as a municipal review or bulletin. Another is the class or trade journal catering to a special interest group. Admitting the legitimacy of their purposes, it is often doubtful whether the news or reading coverage they afford is sufficiently general or valuable to justify qualifying them for much legal advertising. Yet this is sometimes done.

There are also some seventy court and commercial newspapers in the United States. These are devoted to court and legal news and cater almost wholly to attorneys, insurance and real estate brokers, chattel and personal loan agencies and public officials. They exist only in the largest cities, and their circulations are very limited. In one city of 300,000, for example, the local court and commercial newspaper has an admitted circulation of 550. Most of its advertising is legal advertising, and the little display advertising in its columns is confined largely to required periodical financial statements or to trade advertising.

Such a publication is useful both as a matter of record and information to the special interest group it reaches, and the regular newspaper is no substitute for it. It always puzzles the layman or the professional newspaper man, however, that courts or public officials can designate such class publications as *newspapers* of *general* interest and circulation. They cannot even make the pretense of giving general news coverage and the fairly typical example cited above condemns them from the standpoint of *general* circulation. Granted that they reach professional men with special interest, it is fairly certain that the public or the individual whose rights are concerned may never see the legal notice appearing in such publications. It is in the public interest, therefore, that the law in many states specify that legal notices shall be published in *newspapers* with a bona fide general following. This qualification should be safeguarded and extended in that public interest.

THE accompanying table summarizes the more important and more frequent statutory specifications. The survey it represents is believed to be as extensive as any so far made in this field. Some individual items are listed even though the legal language is not clear. Where there is more than one statute, pertinent requirements are indicated as far as possible. The essential nature of the bona fide *newspaper* having been treated above, discussion of other major characteristics found in the statutes follows.

Second Class Entry

It is surprising that only twenty-one states have helped to resolve the difficulty of defining a newspaper by simply requiring it to have (or to be eligible for) a second class mailing permit under the postal regulations. To be sure, the regulations are lengthy, complicated and need frequent interpretation. But ordinarily the inclusion of such a blanket requirement would greatly simplify and shorten the language needed for a statutory definition and provide automatically the desirable and

necessary qualifications. As to why this example has not been followed by others, two answers seem possible: Present definitions are thought adequate, or the postal regulations are considered more exacting than is necessary for public notices.

Nevertheless, the postal regulations offer a ready way out of the difficulty. They put the burden of proof clearly on the publication. It need not even have or use a second class mailing permit; the test is whether it can qualify for one. As suggested, this would automatically provide, for most purposes, safeguards as to the nature and purpose of the publication; it would exclude mere advertising sheets, give-away papers of doubtful character and those with merely nominal circulation rates; and it would establish a uniform yardstick by which to measure a legitimate list of subscribers.

Statutes invoking such a test must distinguish, of course, between orthodox newspapers and other publications eligible for second class entry. These include magazines and other publications devoted to literature, the sciences, the arts or some special industry. All of these must have legitimate lists of subscribers. Aside from other differences, such statutes would probably serve merely to draw the line between other periodicals and bona fide *news*papers. Occasional public notices, like a call for a stockholders' meeting, are seen in *Time* and other periodicals. Ordinarily, however, such publication would be ineffectual and unsatisfactory even if it were legal.

There is much to be said, therefore, in favor of the inclusion of this requirement. If a publication claiming to be a *news*paper can meet this test there can be little doubt of its right to be so recognized. But if a publication claiming to be a newspaper cannot qualify as such for second class mailing privileges, it is questionable. Of course, the ability to meet this test is not alone sufficient. The further tests of age and regularity of publication, for example, are of great value. In special cases, too, it may be proper and even necessary to make exceptions. This can be determined only by individual circumstances.

Bona Fide Circulation

Despite occasional claims that the essential element in circulation is coverage and not whether it is paid, the willingness of the subscriber to pay for a publication remains the acid test. There is no substitute for such circulation.

There are many types of circulation, both paid and unpaid. There is bulk as against class circulation. Some publications, such as shoppers, blanket the community or part of it. Other publications are, in effect, given away, even though their distributors may try to collect small sums from householders covered. Some publish subscription and single copy prices but make no serious effort to develop this revenue. Still others charge only a nominal circulation price, say 25 cents a year for a weekly. On its face this is "paid" circulation, but its real value is subject to proof. Other publications advertise substantial subscription prices but reduce them by clubbing and premium offers. Fraternal and other such publications show subscription prices which are included in annual dues.

The words written into the stat-

utes most often as tests of circulation are "general," "bona fide," "legitimate," "regular" and "paid." For the most part their meaning and intent seem self-evident. With respect to "general," it is clearly intended that for the purpose of the public notice the qualified publication should have a following which is, in effect, the general public or at least a fair cross-section of the community in which the notice must be published. The reasonableness of such a requirement is obvious. As to "bona fide," the implication is not upon the size of the circulation or even, necessarily, whether it is paid, but that the circulation claims in behalf of the publication are made in good faith and are susceptible of reasonable proof based on accepted standards.

Despite the argument for "paid" circulation there is no universal agreement upon a satisfactory definition for it. The postal requirements, for example, differ somewhat from those of the Audit Bureau of Circulations, and publishers and others differ honestly as to definitions. Still, by all sound standards, paid circulation represents the cream of the reading public. Even the publishers of give-away publications would not spurn circulation revenue if they could collect it without suffering otherwise. If circulation is to be evaluated properly, it is not enough merely that a publication is issued or that it has been published regularly for some time. For the present purpose it is vital that the newspaper reach a substantial part of the public. It is vastly better if the circulation or following is regular or habitual, especially where the reader cares enough about it to pay a substantial price for it. No more valuable type of circulation exists; yet only eighteen states require it in their definitions.

Age and Regularity Of Publication

There is good reason for the general occurrence of the requirements of minimum age and regularity of publication of a newspaper. These are the most common statutory provisions. A newspaper which has been in continuous existence for a reasonable length of time may be assumed to have a public regularly depending upon it as a reliable source of information and, therefore, to be an important means of communication within the community.

Published or Printed Locally

An effective guarantee against opportunist or fly-by-night publications is offered by requirement that the newspaper be published and/or printed locally. Through political or other connivance it happens occasionally that non-local sheets appear largely for the sake of revenue from official and legal advertising. Many such publications never really establish themselves, develop no substantial following, never have the real public interest at heart and are transient in character. They often work to the disadvantage of long established newspapers.

A small Midwestern weekly supplies a case in point. It had long been published in its community and invariably received much of the local legal advertising. A new political administration, however, turned the bulk of it over to a new fly-by-night sheet. The paper was printed elsewhere, contained little local news

Table of Statutes Defining the Newspaper

	1	2	3	4	5	6	7	8	9		10	11	12
Alabama ...	x		x				x	x	1	Yr.			x
Arizona	x	x		x	x				1	Yr.	x		x
Arkansas ...	x	x[1]	x	x	x[2]				1	Yr.	x	x	
California ..		x	x	x	x			x	1	Yr.	x		
Colorado ...	x		x					x	1	Yr.[3]	x		x
Connecticut .			x[4]					x					
Florida	x	x	x[5]		x[6]		x				x		
Georgia	x[7]			x					2	Yrs.	x		x
Idaho			x					x	18	Mo.[8]			x
Illinois		x[9]	x				x	x	6	Mo.	x		
Indiana								x	5	Yrs.	x		
Iowa	x		x	x	x				2	Yrs.	x		x
Kansas	x		x					x	1	Yr.			x
Kentucky ..				x	x			x					x
Louisiana ...		x	x[10]			1,000[11]	x	x	1	Yr.	x		
Maine	x						x	x					x
Maryland[12] .	x	x					x		2	Yrs.	x		x
Michigan ...	x	x		x	x		x	x	1	Yr.	x		x
Minnesota ..	x	x[13]			x	240	x	x			x	x	
Mississippi									1	Yr.			x
Missouri ...	x		x	x	x				1	Yr.	x		
Montana			x					x	1	Yr.	x		
Nebraska ...				x		300		x	1	Yr.			x
Nevada			x					x	1	Yr.	x		x
New Jersey .	x						x		2	Yrs.	x		x
New Mexico	x		x		x			x	6	Mo.	x		x
New York ..								x	1	Yr.			
N. Carolina .	x		x		x				6	Mo.	x		x
N. Dakota ..				x		150[14]		x[15]	1	Yr.	x	x	x
Ohio	x	x[16]	x	x[17]	x	600[18]	x	x	2	Yrs.	x	x	x
Oklahoma ..					x				2	Yrs.	x		x
Oregon			x	x[19]	x	200[20]			1	Yr.	x	x	x
Pennsylvania	x	x			x				6	Mo.	x	x	x
Rd. Island...									6	Mo.	x		
S. Dakota ..	x			x	x	200	x	x	1	Yr.	x		x
Texas			x					x	1	Yr.	x		x
Utah	x		x	x		200[21]			18	Mo.			x
Vermont ...			x					x					x
Washington .							x	x	6	Mo.	x		x
W. Virginia .			x					x	1	Yr.	x		x
Wisconsin ..	x	x		x	x	300[22]		x	2	Yrs.	x		x
Wyoming ...					x	500			1	Yr.	x	x	x

KEY: 1, Second Class Entry; 2, Contents or Purpose; 3, General Circulation; 4, Bona Fide Circulation; 5, Paid Circulation; 6, Minimum Circulation; 7, Printed in English; 8, Published Locally; 9, Minimum Age; 10, Frequency and/or Regularity; 11, Minimum Format; 12, Waivers or Exceptions.

(N.B.—Data from latest available sources, including 1939, but subject to correction.)

[1] An average of 40% news matter. [2] At least 50%. [3] For weekly; 6 mo. for daily. [4] Specifies "substantial." [5] "For sale to the public generally." [6] By implication? [7] Statute says "published and *mailed*." [8] One year if a daily. [9] Specifies "secular." [10] "Throughout the parish." [11] Refers to semi-weeklies. [12] Provisions limited to Prince George's County. [13] News must be 25% local. [14] "Regular and continuous subscribers." [15] "At least one page" actually printed locally. [16] "An average of 40% news matter." [17] "By at least 50% thereof being paid for." [18] And up to 3,000; concerns insurance notices. [19] Paid for at least a year. [20] Minimum in county itself. [21] In Utah itself. [22] In villages; 1,000 in cities.

and had no genuine interest in the community.

The fault of the original newspaper was that its politics were of the wrong hue. Its publisher had lived in his town for years, had spent much of his life and his newspaper's effort working for civic betterment. Suddenly cut off from an important source of revenue, he faced the necessity of operating at a loss.

This is a risk which private capital must always take; but the rub here was that local public business, previously served acceptably by a local enterprise, was, in effect, turned over to outsiders. If the statutes had required the second publication to be printed locally "in whole or in part" or had held that it must have been published continuously for a reasonable minimum period, or both, the legitimate publisher would have been protected. What is much more important, the public interest would have been better served. The local publisher found in this case that he had no legal redress. It is doubtful that any publisher can claim a vested right in such matters, but the very nature of the well established newspaper would seem to endow it with a certain priority as a matter of public interest. Any other policy tends to defeat the important purposes underlying the public notice.

The statutes cover a considerable range of minimum periods. They run from six months to five years, the average being about a year and a half. Mostly, however, the laws require the publication to have been in *regular* and *continuous* publication (or admitted to second class entry) for the minimum period given *prior* to being permitted to carry legal advertising. Allowance is made for interruptions such as fire, floods, strikes and, in Oklahoma, even for the foreclosure of the publisher's mortgage. But such exceptions are limited in time and were enacted more to safeguard the technical validity of public notices than to protect the newspaper.

The importance of insisting, in the public interest, upon both the regularity and continuity of publication should be self-evident. A newspaper appearing irregularly or lapsing for long periods can hardly claim to have a following of habitual readers. The proper length of the minimum period for regular and continuous publication may be debatable, but the principle itself is not. Local circumstances may determine the requisite time. Six months may be too short but five years is normally too long. The former might open the door to opportunist publications where the latter might give undue protection to vested interests. The public interest should be the chief criterion.

Less Common Tests

The less common statutory qualifications can be dismissed briefly. They are probably so naturally a part of the bona fide newspaper as to be assumed, or they are inconsequential. The former is true, for example, of the requirements of a fixed name or title, date of issue and serial number. The latter might apply to an effort to write eligibility for membership in a state or national newspaper association into the law, since such eligibility would probably be automatic if the publication were otherwise a bona fide newspaper.

When foreign language news-

papers were more numerous, the English language requirement was of practical importance. This issue rarely arises now since the World War and post-war changes wiped out many foreign language newspapers. In twelve states, however, the old requirement still stands. One variant of it was to permit the publication of some notices in foreign language newspapers provided the notice itself was in English.[1]

Special Cases

The statutes provide for various special conditions. Some make exceptions qualifying publications otherwise ineligible, some mark a transition stage and some show signs of political or other connivance to extend the business of legal advertising to otherwise doubtful publications. A few examples will illustrate certain special cases.

Equality. Colorado alone meets an issue which plagues some states by providing that unless otherwise indicated, "daily newspapers, semi-weekly newspapers and weekly newspapers shall all be equally competent as the means for the publication of all legal notices and advertisements."[2] This equality of competency, as it is called, may not be feasible for all states and certainly not for all types of public notices; but sometimes such a provision has merit.

Waivers. Some states, as indicated, note exceptions to the requirement of continuous publication. This is done to protect the newspaper against emergency conditions and, more importantly, to validate particular public notices whose stated publication may be interrupted. Similarly, where a public notice must appear in a newspaper published locally, some alternative must be provided if no such newspaper exists. The Kansas statute meets both contingencies by providing[3]

> that nothing in this act shall apply to counties within which no newspaper has been published the requisite length of time; provided, that all legal publications heretofore made within the last year which has, [*sic!*] on account of flood, fire or other unavoidable accidents, suspended publication for a period not exceeding ten weeks, are hereby legalized.

Such exemption periods vary somewhat, some states providing that they shall not exceed two weeks. The Oklahoma statute goes farther than others in its waiver clause:[4]

> Provided that nothing herein shall invalidate the publication, in a newspaper which has moved its place of publication from one part of the county to another part without breaking the continuity of its regular issues for the requisite length of time or the name of which may have been changed when such change of location may have been made;
>
> Provided further, that failure to issue or publish such newspaper for a period of fourteen days on account of inability so to do arising from fire, accident or other unforeseen cause, or by reason of the pendency of mortgage foreclosure, attachments, execution or other legal proceedings against the type, presses or other personal property pertaining to such newspaper, shall not be deemed a failure to maintain continuous and consecutive publication as required by this Section, nor invalidate the publication of a notice otherwise valid;
>
> And, provided further, that nothing herein shall apply to counties wherein no newspaper has been published the requisite length of time;
>
> Provided that nothing herein shall affect legal publications in newspapers

[1] See Nebraska, Sec. 20-523.
[2] Sec. 5398.
[3] Sec. 64-101.
[4] Tit. 25, Ch. 4, Sec. 102.

> heretofore published, or such newspapers as may hold contracts with County Commissioners to do county printing;
>
> And, provided further, that no provision herein shall in any way affect newspapers that have become legal newspapers under existing statutes.

Occasional circumstances clearly require some exceptions, but too many waivers may nullify the real ends to be served. No statute can hope to anticipate all of the special conditions that may arise and the exceptions are best confined to principles rather than details.

Special Definitions. Another method of providing for exceptions is to enact special definitions of a newspaper for legal purposes. The Indiana statute, for instance, explains that [5]

> for the purpose of this act, whenever reference is made to a political newspaper or to any newspaper representing any political party such terms shall be construed to mean a newspaper which has declared its political faith or adherence by editorial comment or otherwise, and which is generally known to profess allegiance to some designated political party.

The Wisconsin statute, as noted, makes special provision for a Milwaukee court newspaper without naming it: [6]

> Such definition shall include a daily newspaper published in a county having a population of five hundred thousand or more, devoted principally to business news and publishing of records, which has been designated by the courts of record of said county for publication of legal notices for a period of six years or more immediately prior to January 1, 1931.

It was said that only one Wisconsin publication met this description.

Production. Like the Oklahoma statute cited, that of Minnesota goes into great detail in defining a newspaper "qualified as a medium of official and legal publications."[7]

It provides that it shall be issued at least once a week and, if a daily, six days a week, holidays excepted. It must be "in column and sheet form equivalent in space to at least 450 running inches of single column, two inches wide." It even covers the personnel and equipment by specifying, "It shall be issued . . . from a known office, established in such place for publication and equipped with skilled workmen and the necessary material for preparing and printing the same." It stipulates also that "the press work on that part of the newspaper devoted to local news of interest to the community which it purports to serve shall be done in its known office of publication except in cities of the first class when the press work may be done elsewhere within the same city."

Contents and Format. Some states go well beyond a general requirement of the primacy of news and editorial contents. The Minnesota law specifies that a qualified newspaper must devote 25 per cent of its news columns to local news of interest to the community "and may also contain general news, comment and miscellany, and must not wholly duplicate any other publication, and be not entirely made up of patents, plate matter and advertisements." [8] That of North Dakota provides that such a newspaper "must contain at least four pages of five columns to the page, said columns to be not less than eighteen inches in length and twelve ems pica in width, with not

[5] Sec. 49-704.
[6] Sec. 331-30.
[7] Sec. 10935.
[8] *Ibid.*

less than four columns of reading or news matter; or must contain eight pages of four columns to the page, or its equivalent, the columns thereof to be not less than twelve inches in length." [9] An Ohio statute requires that the contents shall average at least 40 per cent news and reading matter.[10]

The Pennsylvania law likewise specifies a minimum of four pages but attempts no quantitative minimum as to news and editorial contents. Instead, it goes into considerable detail as to the nature of the contents, saying [11]

> "Newspaper" means a printed paper or publication, bearing a title or name, and conveying reading or pictorial intelligence of passing events, local or general happenings, printing regularly or irregularly editorial comments, announcements, miscellaneous reading matter, commercial advertising, classified advertising, legal advertising and other notices. . . .

Minimum Circulation. Ten states attempt to fix a numerical minimum for circulation. So many factors affect this, however, that it is difficult to arrive at any formula which is both fair and effective and can be applied equitably to weeklies, semi- and tri-weeklies or dailies. Such a quantitative definition is harder to formulate than a qualitative one. Pennsylvania alone provides that any competent publication shall have a legitimate list of subscribers *without regard to number.* [12]

EXAMINATION of the statutes plainly shows their great variety. Some are remarkable for their brevity and others for their length; some are fairly adequate, others deficient. Yet brevity does not mean inadequacy any more than length is a guarantee of efficacy. Shorter statutes may afford more protection than some which go into great detail but suffer from omissions or other weaknesses. And a state may have several statutes, some of them exacting but limited, others too loose to have real value.

Ohio, for example, has a brief section loosely defining "a newspaper company" [13] which declares that "any . . . newspaper, magazine or other periodical publication is a newspaper within the meaning of this act." This would seem to throw the doors open to doubtful claims. But the state also has a longer statute of some merit,[14] adopted in connection with a law governing the publication of delinquent realty and personalty lists. It affords an unusually detailed definition of what constitutes a newspaper and what comprises general circulation. It applies to two specific sections which it amended and to "any other sections of the General Code, to which the same are applicable unless otherwise specifically defined therein." But the state attorney general has held that "because of the circumstances of its enactment" the new section is not mandatory except in tax sale cases. Any benefit that might have come from its provisions is thus lost in the absence of a court decision or enabling legislation.

Among the states whose codes contain relatively brief but fairly good definitions of a newspaper are Arizona [15] and Florida.[16] States whose

[9] Sec. 3178.
[10] Sec. 5704-2.
[11] Tit. 45, Ch. 1, Sec. 8.
[12] *Ibid.*
[13] Sec. 6819-2.
[14] Sec. 5704-2.
[15] Sec. 2744.
[16] Sec. 4901.

statutory definitions run to considerable length include Minnesota,[17] North Dakota,[18] Oklahoma[19] and Wisconsin.[20] Besides these statutes practically all of the states have others which provide for or relate to the publication of legal advertising or public notices with more or less reference to newspapers, often with particular specifications.

The Arizona definition cited above says:

> For the purposes of this chapter, and unless otherwise required by the context, "newspaper" shall mean a publication regularly issued for the dissemination of news and intelligence of a general and public character at stated short intervals of time from a known office of publication, bearing the dates of issue and numbered consecutively, and not designed primarily for advertising, or for free circulation, or for circulation at nominal rates, but having a bona fide list of paying subscribers; and shall not apply to any publication which, for at least one year, has not been admitted to the United States mails, as second class matter, under the act of Congress approved March 3, 1879.
>
> No contract shall be awarded to any publisher of a newspaper at any public bidding for publishing any notice or matter, the cost of which as paid from public funds, unless said newspaper is published within the state of Arizona and the publisher thereof files an affidavit with his bid showing that his newspaper falls within the definition hereinbefore set forth.

Omitting prolix details, the Florida provision is:

> Whenever by legislation a publication or notice in a newspaper has been or is directed or permitted . . . the rule of interpretation is and has been, a publication in a paper printed and published periodically once a week or oftener, wholly or in large part in the English language, entered or qualified to be admitted and entered as second class matter at a post office in the county where published, for sale to the public generally, available to the public generally for the publication of official or other notices and customarily containing information of a public character or of interest or of value to the residents or owners of property in the county where it is published, or of interest or value to the general public.

The Wisconsin statute is not only longer but makes a somewhat different approach to the definition. Except for the provision for the court newspaper already cited, it follows:

> No publisher of any newspaper in the state of Wisconsin shall be awarded or be entitled to any compensation or fee for the publishing of any legal notice, advertisement, or report of any kind or description required to be published by or in pursuance to any law or by order of any court unless such newspaper has all the requirements enabling it to be entered by the United States post-office department as entitled to second class mailing privileges and has a bona fide paid circulation to actual subscribers of not less than three hundred copies at each publication, if in villages or in cities of the third or fourth class, and one thousand copies in cities of the first and second class, and further that such newspaper shall have been regularly and continuously published in such city and county for at least two years immediately before the date of such notice, advertisement, or report, providing that the two years' requirement shall not apply to papers in existence at the time of the passage of this act. A newspaper in the contemplation of this section is a publication appearing at regular intervals, which shall be at least once a week, containing reports of happenings of recent occurrence of a varied character, such as political, social, moral and religious subjects, and designed for the information of the general reader. . . . Mere change of name of newspaper does not create disqualification for publication of legal notices. Neither does change of its lo-

[17] Sec. 10935.
[18] Sec. 3178.
[19] Tit. 25, Ch. 4, Sec. 102.
[20] Sec. 331-20.

cation from village to city in same county.

Space does not permit further illustration; but enough has been shown to prove that one great cause of confusion is that the codes are inconsistent as well as inadequate. The only real solution is a sound basic definition that will meet general needs and outline general policy, followed by some uniformity in individual applications to various kinds of public notices. To accomplish this would require overhauling the present statutes and periodic check-ups. Such a program would help to end much of the present confusion, reduce inconsistencies and avoid the accumulation of legal deadwood that clutters the codes everywhere. In the face of customary legislative inertia and the opposition of special interests, no sudden realization of such a Utopian program is likely. But the situation continues to cry loudly for honest, intelligent and determined attention.

Walt Whitman—Sublimated Editorial Writer

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AT THE time when Horace Greeley was putting into operation, with the founding of the *Tribune*, his plan to give New York City a Whig paper of broad appeal, an easy-going, picturesque Long Islander by the name of Walter Whitman was espousing the principles of Jacksonian democracy as editor of the New York *Aurora* and contributing sketches and stories to New York and Brooklyn periodicals. Eighteen years later Greeley's editorial thunder was rolling across the nation, outlining the issues of an impending conflict and creating for the editor of the *Tribune* prestige so great that it was shortly to confound generals and embarrass a President. Whitman in this year of 1859 was quietly writing some of the best editorials of his journalistic career, as editor of the Brooklyn *Daily Times*, and preparing the third edition of a collection of compositions in free verse to which he had given the title "Leaves of Grass."

Greeley, greatest perhaps of all the personal journalists the United States has known, came to quick temper in the fire of New York political journalism, stirred thousands of readers with the sincerity and eloquence of his Civil War period editorials, and with his death in the seventies faded from public memory. Whitman, on the other hand, slow to mature, unwilling to spend himself unduly on the routine tasks of newspaper writing, was essentially as much a journalist as Greeley but sublimated his consciousness of contemporary phenomena and expressed it with a creative vitality which has given him enduring recognition. As printers, nineteenth century newspaper men, self-educated middle-class Americans, humanitarians, liberals, sentimentalists Greeley and Whitman had much in common; but the point at which they diverged is the one which has always marked the separation between the merely able newspaper writer concerned largely with subjects of temporary significance and the journalist of literary, of creative insight.

The slow accretion of Whitman's fame as a poet has obscured, until recently, recognition of him as a journalist and of the effect of his journalistic experience on the work upon which his reputation rests. This relationship with journalism is indicated in at least three phases of his writing career: in his years of association with newspapers and periodicals; in his interest in contemporary events as disclosed by his poetry; and in the fact that there is discernible a clear connection between the subject matter and points of view of his newspaper editorials and magazine sketches and those of his poems.

From 1831, when he began work as a printer's devil on Long Island weekly newspapers, until 1859, when he relinquished the editorship of the

Brooklyn *Daily Times* in order to give more attention to "Leaves of Grass," Whitman was steadily, if not continuously, engaged in newspaper and magazine writing. Like Franklin, Howells and Twain he worked first on small weeklies, both as compositor and contributor of "squibs" and sketches. As a young journalist, emancipated temporarily at least from the type case, he was on the staffs of such transient New York newspapers as the *Aurora* and the *Tatler*. The greater part of his responsible newspaper service, however, was in Brooklyn, where he worked for the *Evening Star* and edited the *Daily Eagle*, the *Freeman* and the *Daily Times*. A brief interlude in his Brooklyn period was spent on the New Orleans *Daily Crescent*.

The extent of Whitman's journalistic contributions to New York and Brooklyn publications was little known until the nineteen-twenties when Cleveland Rodgers and John Black [1] and Professor Emory Holloway brought out their significant collections, culled from newspaper and magazine files in New York and Brooklyn. Particularly to Professor Holloway is the student of Whitman's journalistic activities compelled to turn for basic material.[2]

As a newspaper editor in the forties and fifties Whitman allied himself with a number of liberal political movements, but he was always primarily an observer of the *human* scene, an interpreter of the social rather than the political aspects of his time. He never tired of watching the crowds on the Brooklyn ferry, of sitting beside the drivers of the Broadway buses, of standing at the Battery and seeing the ships come in, of chatting with friends and acquaintances at Pfaff's café. In writing of the New York theatres, of which he was very fond, he says, "I always scanned an audience as rigidly as a play." Whether it was a ferry pilot or William Cullen Bryant, with whom he occasionally took long walks, men of all ranks and vocations were eternally fascinating to Whitman.

Evidence of his interest in contemporary affairs may be found in the numerous references he makes in "Leaves of Grass" to people or events that might have and probably often did provide material for newspaper stories and editorials. In "To Think of Time" [3] he describes the funeral of an old Broadway stage driver, "a good fellow, free-mouthed, quick-tempered, not bad looking, ready with life or death for a friend," and pictures him graphically, "thumb extended, finger uplifted, apron, cape, gloves, strap, wet weather clothes, whip carefully chosen . . ." Here in this fragment of fifteen lines is the essence of a personality sketch — shrewd observation and trenchant comment rather than the lyrical ecstacy of his truly poetical pieces.

It is this tendency of Whitman's

[1] Cleveland Rodgers and John Black, *The Gathering of the Forces, by Walt Whitman* (New York: Putnam, 1920). Editorials, essays, literary and dramatic reviews and other material written by Whitman as editor of the Brooklyn *Daily Eagle* in 1846 and 1847.

[2] Emory Holloway (ed.), *The Uncollected Poetry and Prose of Walt Whitman* (Garden City: Doubleday, Doran, 1921); Holloway, *Whitman—An Interpretation in Narrative* (London: Knopf, 1926); Holloway and Vernolian Schwarz (eds.), *I Sit and Look Out—Editorials From the Brooklyn Daily Times by Walt Whitman* (New York: Columbia University Press, 1932); Holloway and Ralph Adimari (eds.), *New York Dissected—by Walt Whitman* (New York: Rufus Rockwell Wilson, Inc., 1936).

[3] Walt Whitman, *Leaves of Grass* (New York: Aventine Press, 1931), p. 443.

to crowd his lines with vivid details, to categorize, to enumerate, to report what he has seen and experienced that is probably responsible for Gerald Bullett's statement that "Whitman was not primarily an artist; he was not consciously an artist, for although he took conscious pains with his work he lacked the artist's equipment; when his work escapes from the realm of graphic journalism to that of literature, it has the air of achieving that escape, in spite of the author, by virtue of its sheer strength of thought or depth of passion." [4] Though this lack of selection may have withheld some of Whitman's writings from critical approbation, the imposing procession of men and events which moves across his pages provides an almost panoramic outlook on American life during the years of his maturity.

In "Starting from Paumanok" he declares, "I stand in my place with my own day here," [5] and later in the same piece, "I descend into the arena," [6] both of which avowals rather accurately indicate his sturdy contemporaneity. "See, the many-cylindered steam printing press — see, the electric telegraph stretching across the continent" [7] is an exclamation of pride as typical of mid-nineteenth century America as an editorial by the elder James Gordon Bennett. In "The Year of Meteors" [8] Whitman mentions the "contest for the 19th Presidential," the hanging of John Brown, the 1860 census, the arrival of the steamship *Great Eastern*. The death of George Peabody, New York banker, is the occasion for "Outlines for a Tomb," [9] and the lines to which Whitman gives the title "What Best I See in Thee" [10] are addressed to Ulysses S. Grant upon his return from a world tour. As an editor he had noted the plight of the Irish peasant; as a poet, in "Old Ireland," [11] he sees the ideals of the Irish people translated into terms of American democracy.

There is the background of a news story in the opening lines of "A Broadway Pageant": [12]

> Over the western sea, hither from Niphon come,
> Courteous, the swart-cheek'd two-sworded envoys,
> Leaning back in their open barouches bare-headed, impassive,
> Riding today through Manhattan.

Frequently, the titles or sub-titles of his poems bear dates. He was a diligent reader of newspapers and magazines, sensitive to happenings that seemed to him momentous for the future of the United States. In "Orange Buds by Mail from Florida" [13] he celebrates the wonders of the postal system: in "Passage to India" [14] the completion of the American transcontinental railway and the Suez Canal.

CLOSE contact with the newspapers and periodicals of his time and evidence in his poetry of a lively interest in the world about him may stamp Whitman superficially as a journalist, but it is the manner in which he transmuted the material of his chief interests as an editorial writer into forms of literary significance in "Leaves of Grass" which brings into most significant relation-

[4] Gerald Bullett, *Walt Whitman—A Study and a Selection*, p. 45.
[5] *Leaves of Grass*, *op. cit.*, p. 16.
[6] *Ibid.*, p. 18.
[7] *Ibid.*, p. 27.
[8] *Ibid.*, p. 247.
[9] *Ibid.*, p. 388.
[10] *Ibid.*, p. 488.
[11] *Ibid.*, p. 374
[12] *Ibid.*, p. 251.
[13] *Ibid.*, p. 534.
[14] *Ibid.*, p. 416.

ship his work as newspaper man and poet. His concern with what was happening in his time had a deeper purpose than that of mere curiosity. Frequently he used current affairs as "news pegs" upon which to hang interpretation and prophecy. It was in the realm of editorial writing that Whitman felt most at home in a newspaper office and it was as a kind of sublimated editorial writer, dealing with themes and writing in a style of transcendent significance, that he fulfilled his literary destiny. Bullet says of him in this respect ". . . he is at his best in 'Leaves of Grass' when he is preaching his gospel. When he is not preaching his gospel, when he is concerned not with cosmic truth but with some particular aspect of beauty, he seldom succeeds." [15]

This "gospel," as readers of Whitman are well aware, revolved around the theme of a triumphant American destiny to be achieved through the unfettered development of the natural nobility of common men. As Newton Arvin points out in his admirable study of Whitman's "democratic and fraternal humanism," the author of 'Leaves of Grass' was a social democrat of international outlook.[16] American democracy in its inspiring march toward the West was to furnish a pattern for the world. Nature, abundant and benign, was to provide the background for a strong, pioneering race that would renounce kings, glorify the wholesome instincts indigenous to all peoples and bring into close contact, through the marvels of science, all parts of a world society dedicated to the welfare and happiness of the individual man.

Fairly often in reading the collected editorials of Whitman one comes upon references that indicate his love of nature and the out-of-doors. "Something About the Children of Early Spring," [17] written for the *Eagle*, is a casual essay upon the flowers of early spring. In a series of "Letters from Paumanok," [18] which appeared in the New York *Evening Post*, he brings up a favorite topic, sea-bathing. Evidences of this deep interest in nature during his newspaper period anticipate his frequent allusions to it in "Leaves of Grass." Throughout "Leaves of Grass" there are references to "tan-faced" men and women, bathers, rivers, prairies, mountains, birds, flowers; the two last named set the mood for "When Lilacs Last in the Door-yard Bloomed," [19] one of the greatest of his really creative pieces.

From the days of his somewhat chauvinistic Americanism when he was writing Mexican War editorials for the *Eagle*, to his more thoughtful pronouncements in the columns of the *Times*, Whitman was an unwavering advocate of the new world spirit of democracy. One of his editorials for the *Eagle* he captioned "Perpetuity of the Democratic Spirit," [20] and in another for the same paper he declared, "There must be continual additions to our great experiment of how much liberty society will bear." [21] In denouncing the principles of the Nativist party he upholds the right of

[15] Bullett, *op. cit.*

[16] Newton Arvin, *Whitman* (New York: Macmillan, 1938).

[17] Holloway, *Uncollected Poetry and Prose, op. cit.*, Vol. I, p. 113.

[18] *Ibid.*, Vol. I, p. 247.

[19] *Leaves of Grass, op. cit.*, p. 335.

[20] Rodgers and Black, *Gathering of the Forces, op. cit.*, Vol. I, p. 6.

[21] *Ibid.*, Vol. I, p. 12.

the immigrant to seek haven in a new country; he denounces Anglophiles and the pomp of foreign royalty; he is jealous of too many laws, of too strong governmental control of the states; he praises a recent Wisconsin law enabling women to hold property; he declares that slavery brings the dignity of labor down to slavery's level; he dislikes Sir Walter Scott because of the "anti-Democratic bearing" of his novels.

Whitman, the editor, believed that the developing West was to play a great part in the rise of democratic America. The free spirit of the West, he declared, as opposed to the "frippery" and artificiality of the older East, was the hope of democracy. In "Leaves of Grass" his western themes are part of his concept of a freer, better social order. "For these States tend inland and toward the Western sea, and I will also," he declares in "A Promise to California." [22] He celebrates an expanding, building America in "Song of the Broad-Axe." [23] "Song of the Redwood Tree" [24] envisions westerners as "clearing the ground for broad humanity." He indicates that he has felt the elemental urge of the pioneer when he says in "Spirit that Formed this Scene," [25] written in Platte Canyon, Colorado, "I know thee, savage spirit — we have communed together."

To enumerate the instances in "Leaves of Grass" when he enlarges upon his dream of democracy would be to outdo Whitman himself in tiresome repetition. Never for long was the theme absent from his songs.

> Years of the Modern! Years of the unperformed!
> Your horizon rises—I see it parting away for more august dramas—[26]

In "Our Old Feuillage" [27] we hear him chanting, "Always the free range and diversity—always the free Continent of Democracy." Passionately he preached the doctrine of unity, declaring in "Song of the Exposition," [28] in which he compares the old and the new world, "Thou Union, holding all, fusing, absorbing, tolerating all, Thee ever I sing." He assures those who are dissatisfied with systems of European government that he is watching them sympathetically in his lines "To A Foiled European Revolutionaire." [29] But nowhere perhaps does he more clearly express in few words his deep interest in the welfare of common humanity than he does when he asserts in "I was Looking A Long While" [30] that he has found "a clew to the history of the past for myself. It is in Democracy—it is the life of one man or one woman today —the average man of today."

Greeley knew the common man as well as Whitman did—perhaps better—but in his absorption in the practical affairs of everyday life, in his limited capacity to put his idealism into the singing cadences of creative interpretation and prophecy, he limited his usefulness to a relatively brief period—while Whitman's transcendent "editorials" give promise of a long and deepening significance.

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[22] *Leaves of Grass*, *op. cit.*, p. 133.
[23] *Ibid.*, p. 189.
[24] *Ibid.*, p. 213.
[25] *Ibid.*, p. 489.
[26] *Ibid.*, p. 491.
[27] *Ibid.*, p. 175.
[28] *Ibid.*, p. 209.
[29] *Ibid.*, p. 378.
[30] *Ibid.*, p. 395.

Newspaper and Radio Advertising—A Comparison

By Russell J. Hammargren
University of Denver

TWELVE years ago the Dodge Motor Car company "linked" a number of radio stations to advertise a new automobile. That was on January 4, 1928. It was the first serious effort at what we now call chain broadcasting.

In the March, 1936, issue of the JOURNALISM QUARTERLY the writer pointed to this broadcast as the one which focused attention on the facts that a new medium had entered the field of advertising and that a period of press-radio conflict had begun. In this earlier report the conclusion was made that national advertising was the source of competition. To make an actual study of what has happened since 1928 in a typical metropolitan area, Morris Townsend, president of a Denver newspaper representative's firm, and the writer decided to make a survey.

The week of September 26 to October 2, 1939, was chosen as a period suitable for study, since it came between the summer lows and the high peaks in both radio and newspapers. Assistants from our offices were assigned to listen to radio programs from opening until closing time to check every sponsored program and every spot announcement. Newspapers were measured carefully, and rate cards and line rates were used in turning time and space into terms of dollars.

Included in the accompanying tables are figures for the two major stations and Denver's two newspapers, the Denver *Post*, and the *Rocky Mountain News*. Two conclusions are inescapable. First, radio is not now a serious local retail competitor. The second conclusion is that, as might have been indicated twelve years ago, radio has by now surpassed the press as a medium for the national advertising dollar, for the two major stations in the week studied, carried a volume of $30,640.50 while the two newspapers were carrying only $22,952.92.

Local advertising, however, still makes the newspaper the dominant advertising medium, in terms of dollars. In the seven days the two radio stations carried a volume of $4,238.88. Newspapers, on the other hand, had a volume of $56,699.92.

It is, however, the national advertising picture which may alarm the press. KLZ, the Columbia Broadcasting System outlet, and KOA, the National Broadcasting Company's major station, are used by national advertisers to cover more than the city of Denver. The two newspapers, likewise, are used for secondary area coverage since Denver is the principal city in the region. Thus it would be entirely fair to make the comparison between these two stations and these two newspapers.

The figures could be made to appear even more favorable to radio, actually. Two other radio stations in Denver during this week together carried national advertising at a cost of $1,443.25, bringing the radio total up to $32,083.75.

This study covered a period of seven days only; a longer study might somewhat alter the findings. But little doubt can remain, however local situations may differ, that radio must be considered a threat to the financial security of the press.

Advertising in Denver—Newspaper and Radio

Week of September 26-Oct. 2, 1939

	Local	National	
Tuesday			
DENVER POST	$4,802.25	$2,429.35	
ROCKY MOUNTAIN NEWS	662.04	232.00	
KOA	132.00	3,396.00	
KLZ	381.75	1,347.75	
Wednesday			
POST	6,089.25	3,013.85	
NEWS	693.94	295.68	
KOA	354.00	3,540.00	
KLZ	336.25	1,837.75	
Thursday			
POST	8,668.50	3,140.90	
NEWS	874.67	241.92	
KOA	354.00	2,982.00	
KLZ	440.75	1,919.25	
Friday			
POST	11,542.25	1,723.75	
NEWS	3,150.28	821.60	
KOA	426.00	3,216.00	
KLZ	433.50	2,150.25	
Saturday			
POST	2,256.00	44.10	
NEWS	799.98	12.32	
KOA	276.00	1,086.00	
KLZ	231.75	1,309.00	
Sunday			
POST	9,576.10	8,115.55	
NEWS	1,528.79	26.88	
KOA	306.00	1,578.00	
KLZ	134.50	1,244.50	
Monday			
POST	5,407.25	2,568.30	
NEWS	600.98	286.72	
KOA	240.00	3,360.00	
KLZ	192.38	1,674.00	
TOTALS			
			Total
POST	48,341.60	21,035.80	$69,377.40
NEWS	8,358.32	1,917.12	10,275.44
KOA	2,088.00	19,158.00	21,246.00
KLZ	2,150.88	11,482.50	13,633.38
COMBINED PAPERS	56,699.92	22,952.92	79,652.84
COMBINED RADIO	4,238.88	30,640.50	34,879.38

Book Reviews

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AMERICA'S HOUSE OF LORDS. By Harold L. Ickes. *New York: Harcourt, Brace and Company.* 1939. xvi+214 pp. $1.50.

THE problem is to review this little offering of 50,000 words without attempting to referee a whole fierce controversy which raged for eight months on air and in type, by debate, speeches, direct mail ripostes, editorials and reviews, and in the course of which things were said on both sides that were too sweeping and too wounding.

For the pedigree of the book seems to be: (1) that Mr. Ickes grew up as a municipal reformer in a region pervaded by the reactionary Chicago *Tribune*, a newspaper which frequently hits below the belt, (2) that he is an active and highly articulate member of an Administration at political odds with many of the more powerful metropolitan papers, (3) that he participated last winter in a Town Hall broadcast, a debate with Frank E. Gannett and several radio talks in which he was less enthusiastic in his reservations and qualifications (though reservations and qualifications were there) than in criticisms of newspapers, and perhaps (4) that after reverberations had resounded through the spring and summer, he talked the matter over *(Editor & Publisher*, Aug. 26, 1939) in a less belligerent mood with J. R. Drummond of the *Christian Science Monitor*, and probably with others.

Although not impeccable (see Arthur Robb, *Editor & Publisher*, Nov. 4, 1939), this book falls in the category of permissible and probably healthful controversy. Frank Gannett (circular letter of Feb. 1, 1939) speaks of "vicious and harmful attacks . . . definitely aimed at the destruction of confidence in the press." Nonsense. We educators are likely to face worse, showered on us or our own profession, any time we pick up a newspaper or magazine. We are used to it, and even contribute to it. Politicians (statesmen) have faced far worse daily ever since they lost their cherished right of cutting off critics' heads. The same is true of the churchmen. The legal profession lives under a constant barrage of such criticism and always has. The theory is that this is good for us, and perhaps it is.

The newspapers (which are the most useful critics) have been temporarily exempt from this common human discipline ever since they ceased to criticize each other. Now comes the radio to restore the balance and give a practical answer to the question, *Quis custodiet custodes?* Publishers will probably just have to get used to it and learn to profit by it.

How good is this book as useful controversy? In the early days of the New Deal an English economist remarked that Roosevelt had benefited American politics by raising all the right questions, but as to the answers, that remained to be seen. Ickes, too, has here raised many of the right questions. (The book is a good one for a graduate student to thumb over when he is searching for a research subject.) Moreover, Mr. Ickes' general view as to what constitutes a good newspaper is the same as that cherished by good newspaper men.

Beyond that, this is not a work of technical scholarship. Evidence is brought forth sufficient only to il-

lustrate generalizations rather than to prove them. The economics of advertising—its cost to the consumer—is, for one instance, treated as a great scandal with no consideration of the function it performs, nor what the probable comparable cost, both economic and moral, would be of performing that function (distribution) in some other way (the jobber system, the direct solicitation system, the control of retailers system, or the proposed consumer - education system, etc.). All this is not to say that Mr. Ickes is necessarily wrong on any of these points, but merely that he habitually jumps in and gives his own idea in a more confident voice than the present state of knowledge can fully authenticate.

Mr. Ickes rather identifies virtue with political progressivism and support of the New Deal, but no one can accuse him of hypocrisy for that; his life career shows that he believes it. There are honorable and public spirited men in the newspaper world who hold other views, and who make no more mistakes than progressives make. No wonder this book is irritating to them. But such is the nature of controversy. And no one from that side of the house has yet written anything of the kind equally good.

ERIC W. ALLEN
University of Oregon

* * *

NEWS AND THE HUMAN INTEREST STORY. By Helen MacGill Hughes. *Chicago: University of Chicago Press.* 1940. xxiv + 313 pp. $3.00.

JOURNALISM'S discovery in 1833 that human interest has mass appeal set off a pyramiding of circulations and helped determine the tone of an American press that has retained its freedom in a competitive market. But human interest has largely remained a quality undefined except by rule-of-thumb selection by successful editors. Helen MacGill Hughes contributes the insight of a sociologist to the explanation of human interest and finds that the newspaper, by its "sordidness," is merely catering to a folk demand that has been satisfied in other ways in other societies.

The broadside ballads of the sixteenth century in England and the "corridos" of the comparable folk society of present-day Mexico give her basis for the generalization that isolated folk groups emerging into the "demos" level of culture broaden their interests, that literary taste (or desire for gossip) turns from orally transmitted ballads to printed, commercially exploited tales based largely on the conflicts in mores occasioned by the expanding social consciousness. The key to an explanation of the success of some Macfadden publications, then, is the interest of a mobile population, its local groups brought by new communication facilities into closer contact with many more groups, and in the moral conflicts occasioned by these contacts.

Fundamental to Mrs. Hughes is the distinction between the news and the "story" in the newspaper; news is information and the story is literature. Too many authors of reporting texts have attempted to rationalize all that is printed into a definition of news, although some, like Fraser Bond, have shown the function of much that is printed to be entertainment and compensation for frustrated drives. Sociological

treatment of the point has been largely neglected, for the social scientist has frequently been content to deplore the lack of information in the press while ignoring the scientific data it presents in the form of folk-interpreted life history documents.

Human interest in the newspaper then is a function of the cultural environment. But environments differ, and it is to be regretted that Mrs. Hughes has relied so heavily on the metropolitan press for both historical and current source material. New York City gives her the Hearst-Pulitzer feud, the reporting of Lincoln Steffens, the tabloid invention and the differentiation of newspaper function which can all too easily be taken as typical of the country at large. As a matter of fact, New York is unique. Decrease of the number of dailies in this country makes the survivors, outside of New York, more and more common denominators, appealing to all classes for circulation. They imitate the New York leadership, to be sure, but often with little thought as to the function of adapted techniques in the community newspaper.

Recognition of the respective places of news and the story in the paper shows the futility of the item that is the traditional news shell emptied of its literary human interest content, the uselessness of the "H. I." story hacked to bare facts so more can be crowded on Page 1. Justified by this study as a social mechanism, the true folk story need not shame the city editor who tells it well.

GRANVILLE PRICE
University of Texas

* * *

EDITORIAL TREATMENT IN THE AMERICAN PRESS. By Charles R. Foster, Jr. *Cambridge: Harvard University Press.* 1938. xviii + 304 pp. $2.00.

THIS study of the attitude of the American press toward education is based upon a five-year analysis of the editorial pages of twenty-five representative dailies. From January, 1930, to January, 1935, these newspapers carried 8,939 editorials on education. That the press, as shown by these newspapers, is generally on the side of education is supported by the fact that some 44 per cent of the editorial criticisms were found to be favorable, 32 per cent neutral, and only 23.2 per cent adversely critical. This finding appears to refute the occasional tendency among educators, as the author phrases it, "to feel that newspaper criticism is usually opposed to their efforts."

This kind of approach is familiar as a research method. It is comparatively easy to assemble a lot of data, to marshal them in various ways and then to draw conclusions which appear not only plausible but impressive. The objection is that such an analysis is apt to be more quantitative than qualitative, and this is partly true of this work.

Two fairly obvious conclusions are reached: (1) Editorial treatment of education in the press of America could stand improvement, and (2) American educators could profit materially from a more intelligent and more effective program of public relations. This dual condition has been fairly evident for some time but it is analyzed here in some detail in terms of the newspapers covered.

Geographically the papers were fairly well distributed. Nine were

from the East, five from the South, seven from the Middle West and four from the Far West. Among them were the *Times*, the *Daily News* and the *Evening Journal* in New York, the *Tribune* and the *Herald and Examiner* in Chicago, the *Post* and the *Christian Science Monitor* in Boston, and individual dailies in eighteen other cities scattered from Portland, Ore., to South Carolina and Texas. But representative as this is, it is deficient in other respects. Except for the Emporia *Gazette*, all of the newspapers covered belong in the "big city" class, while the 13,000 weeklies are wholly unrepresented.

The study would have been still more illuminating if, as a by-product, an attempt had been made to measure public opinion about education in terms of readers' letters appearing in the newspapers studied. It would have been still more fruitful, too, if, at the same time, treatment of educational news by these newspapers had been analyzed. Possibly this was too much to include in a single study of this scope, but a more complete picture of the attitude of the press toward education will not be realized until these gaps are filled.

The real merit of the work lies in the suggestion to both editors and educators that they have a long way to go in improving their mutual relations. Too much of the editorial writing analyzed was superficial, hasty, prejudiced or otherwise wanting. Too much of the public relations program of the schools is left to chance or saddled upon some one already overburdened with administrative details or unequal to the responsibility. Both sides suffer in consequence. In the mass the American public is distinctly friendly to the schools and so is the press. But a full understanding of the aims and needs of education will not be achieved until education makes more of a conscious and intelligent effort in that direction. The main responsibility at this point, it should be emphasized, lies far more with education than with the press, since it is the former which is seeking favorable attention, not the latter.

JAMES E. POLLARD
Ohio State University

* * *

TAR HEEL EDITOR. By Josephus Daniels. *Chapel Hill: University of North Carolina Press.* 1939. xx + 544 pp. Ill. $3.50.

THE fullness of Josephus Daniels' life as a journalist and a statesman is indicated by the fact that this first installment in his projected four-volume autobiography carries us only through his thirty-first year. Yet this was the period in which Daniels rose to a position of power in North Carolina comparable to that held in Georgia by Henry W. Grady and in Kentucky by Henry Watterson. Those who have known the present ambassador to Mexico and former secretary of the Navy only in his later years, as the holder of high federal posts under every Democratic president since the Civil War, can little appreciate the real reason for his influence in the South. The revelations of this volume restore our perspective by proving that Daniels has been throughout his career a "Tar Heel Editor," whose devotion to his people and his profession shines like a jewel.

Even in these early years it was

Daniels' ambition to be the editor of the Raleigh *News and Observer*, the newspaper which today he has built into a million-dollar institution. But as a youngster of twenty-seven he turned down an offer to edit this same paper at a salary of $5,000 a year, plus all profits above interest on the investment, because the proposition came from a railway official who wished to silence the young liberal's advocacy of a railroad commission. Such integrity eventually won Daniels the confidence and admiration of his state and party, but not without fist fights and contempt of court proceedings along the way.

Railroads were only one of the antagonists with whom he crossed swords. He fought the tobacco trust and the saloons, campaigned for a school tax and an agricultural college. He sympathized with the aims of the Populists in the nineties and sought to bring them into the Democratic party. In many respects his ideas and ideals resembled those of his friend, William Jennings Bryan, the main point of difference being that Daniels' liberalism embraced his religion as well as his politics. But always he was the newspaper man, fighting with the printed word rather than with oratory, and publishing the news even though sometimes "it distressed me to do so when my friends were involved." Typical of other reflections on journalism which one finds scattered throughout the book is this explanation as to why Daniels always bought out his associates or stockholders as soon as he was able:

> A newspaper to be influential should be guided by a single hand. I am a "rugged individualist" only in feeling that the best way to run a paper is for one mind to direct the policy. Division often works for such compromises as prevent effective influence on public opinion. Boards of directors can govern only where business is to be considered.

Daniels weaves into his story a home-spun honesty and a rich, indigenous humor which fully compensate for any defects that his reminiscences may have as history or literature. "Tar Heel Editor" lacks the pungent phrases of "Marse Henry" at its best, but in its colloquial style is a convincing candor, an atmosphere of nothing held back, which Watterson's writing somehow never possessed. How one wishes that Greeley and Pulitzer could have dipped back into the past and reconstructed events with the rich philosophy of maturity, as Daniels is doing!

"Tar Heel Editor" is a saga of North Carolina's transition from feudalism to industrialism, told by one who can truthfully say with Virgil, "These things I saw and part of them I was." When it is considered that what people did and thought in the "Tar Heel State" during the years of reconstruction probably was being paralleled throughout the South, much in the book that appears to be of purely local interest takes on wider significance.

RAYMOND B. NIXON
Emory University

* * *

CRUSADERS FOR AMERICAN LIBERALISM. By Louis Filler. *New York: Harcourt, Brace and Company.* 1939. viii + 422 pp. Ill. $3.50.

THIS is, in effect, the story of the great muckraking episode in the history of American periodicals. It covers the details of that interesting and significant period with thorough-

ness. It deals with social and political backgrounds at length. But it does not displace C. C. Regier's somewhat shorter "The Era of the Muckrakers," which remains the authoritative work in the field.

Mr. Filler maintains a strongly "radical" point of view, which often interferes with his function as a historian. He sees the money-power as a kind of monster, and the muckrakers as so many pursuing knights. Thus he over-simplifies the matter: valuable as one may believe the services rendered by the muckrakers, such an easy formula may cause us to misjudge them and to misunderstand the magazine business. For example, Mr. Filler would have us believe that the trusts "deliberately planned and accomplished" the destruction of the muckraking magazines, chiefly by an advertising boycott. Yet the figures show that in most cases circulations were dropping; some of the periodicals were no longer good advertising mediums, and others were quick to realize that a surfeit had destroyed the value of muckraking as a builder and holder of circulation.

Mr. Filler falls easily into inaccuracies. A few errors from pages 30-31 will illustrate. Pulitzer, he says, was "the real creator of yellow journalism." Pulitzer led the way in the sensational "new journalism" of the eighties; but yellow journalism, which differed from the older Pulitzer formula in several important respects, was the outgrowth of the *Journal-World* rivalry of the latter nineties, and Hearst was its real daddy. "In the nineties," Mr. Filler goes on to say, "Pulitzer and Scripps were left far behind in the contest for masses of readers by William Randolph Hearst." The contest between Hearst and Pulitzer occurred in New York; and there, after a close race between the *World* and the *Journal* during the war with Spain, the *Journal* drew a little ahead in 1899. Hearst and Scripps were nowhere in competition in the nineties. It was in 1895 that Hearst bought the *Journal*, and not in 1896 as Mr. Filler gives it. A final quotation: "As for the middle-class home, *Vickery's Fireside Visitor* and *Frank Leslie's Boys' and Girls' Weekly, The People's Literary Companion* or the ubiquitous *St. Nicholas Magazine* were the representative publications on the parlor table." Apparently this refers to the seventies. Why omit those great middle-class magazines, *Harper's New Monthly* and *Scribner's Monthly*, in favor of a pair of cheap mail-order papers? *Vickery's* and the *Literary Companion* belonged to the kitchen and not the parlor; nor is the *Boys' and Girls' Weekly* well chosen for the parlor of the typical middle-class home.

None of these is a very bad error, but they are representative of the kind of misleading statement all too common in the volume. At the end of the book are a good chronology, a bibliography and an index.

It may be observed, by way of postscript, that no writer on this period, so far as the present reviewer knows, has properly shown the relations between the magazines and the newspapers in this episode of exposure. Muckraking as a journalistic type grew out of newspaper crusading; and when the former subsided, newspaper crusading also declined.

FRANK LUTHER MOTT
State University of Iowa

HISTORY OF OREGON NEWSPAPERS. By George S. Turnbull. *Portland, Ore.: Binfords & Mort.* 1939. 560 pp. Ill. $3.50.

THIS work tells the story of Oregon journalism through the pioneer period, the statehood period and modern times. It traces the history of Oregon newspapers by counties from the time of founding, shows their changes of ownership, lists those that struggled and died and gives the later history of their editors and publishers. Chapters are devoted to the trail of the reporters, the rise of society writing, the rise of the Sunday newspaper, sports then and now, the specialized press and the growth of Oregon newspapers. The introduction describes the changes that have come in journalistic methods since February 5, 1846, when the first newspaper published west of the Missouri river appeared at Oregon City—the *Oregon Spectator.*

The work shows diligent and painstaking research, the gathering of data about many men and women whose histories are almost forgotten. It involves the study and examination of scattered files of early day newspapers, the delving into old letters and correspondence of Oregon editors and publishers, and the correlation of the lives to the history of their times. The result is a valuable contribution to the history of journalism. It will be useful to the student, to working journalists and to future historians.

The great figures in Oregon journalism—W. G. T. Vault, editor of the *Spectator;* Ashahel Bush, founder of the *Oregon Statesman;* Thomas J. Dryer, first editor of the *Weekly Oregonian;* Harvey Whitefield Scott, later editor of the *Oregonian;* Henry L. Pittock, founder of the *Daily Oregonian;* and C. Samuel Jackson, publisher of the *Oregon Journal*—stride across the stage. Their contributions to Oregon journalism are truthfully described, as well as some of the episodes of Oregon history, the struggle to save Oregon from domination by the slavery oligarchy, the battle for sound money led by Scott, the struggle of competing small towns to become the metropolis of the state. The book is embellished by quotations from many newspapers so that the reader is able to get some of the flavor of pioneer "personal journalism," a picture of methods of reporting by oldtime journalists and anecdotes revealing the vicissitudes of pioneer life.

Most of the work Professor Turnbull has done is sound, industrious spade work. Other work needs to be done before the historian will be able to write a complete history of Oregon journalism. A political history of Oregon needs to be written disclosing the full story of the Corbett-Mitchell feud. While the writings of Harvey W. Scott have been carefully compiled and published by his son, Leslie M. Scott, there is no definitive biography of him. There is no satisfactory biographical sketch of C. Samuel Jackson. Neither are there complete, satisfactory histories of the *Oregonian* or the *Oregon Journal.* Further work and investigation needs to be done on the various crusades and reform work done by Oregon newspapers. The history of W. S. Uren and the "Oregon system" needs to be correlated with the newspaper history of the state, as well as the financial history of certain great Oregon enterprises. There

is some work left for Professor Turnbull's successors to do.

One gratifying feature of the work is apparent: the influence that the graduates of the Oregon School of Journalism are having on the newspapers of the state. They have "made good" in both the daily and the weekly fields. It is evident that they are fitting in well in the highly creditable journalism of the state.

O. C. Leiter
University of Illinois

* * *

Art Young; His Life and Times. By Art Young. Edited by John Nicholas Beffel. *New York: Sheridan House*. 1939. 467 pp. Ill. $3.50.

THERE is surprisingly little passion in this volume. In his middle and late years an ardent Socialist, Art Young began his work as a cartoonist shortly before the Haymarket Square bombing in Chicago and depicted the liberal view of the political and social conflict through the 1936 Presidential campaign. But there is no eloquent attack against entrenched privilege and injustice in his life story. He speaks in a monotone. There isn't a "purple patch" in 450 pages of type; scarcely a trace of irony; hardly a note of bitterness.

This flat-surface writing puzzles this reviewer who literally learned the alphabet with *Puck* and *Judge*, reveled in Art Young's imaginative pictures of imps in Hades and later on admired the artist's qualities as a social satirist.

Perhaps this autobiography was written too late, when Mr. Young's early fire had guttered in old age to a thin flame. Perhaps his amiability prevented his using a trenchant pen. Mr. Young confesses a friend once described him as "Santa Claus without whiskers" and a second acquaintance said he "looks like an angel much the worse for wear and tear." But while the record of his years is a plodding one, the reader can forgive the dull uniformity of his style for the glimpses of literary and journalistic rebels with whom Young was so long associated and for occasional word pictures of conventional editors as well.

Mr. Young's part in satirizing the defendants in the Haymarket riot trial and his culpability in lampooning Governor Altgeld, who pardoned the two or three radicals who had escaped execution, weighed on his conscience years after he left his drawing board in the Chicago *Daily News*. He had drawn a cover for an anti-anarchist book, "Anarchists and Bomb-Throwers." A half century later he writes: "If the dead can hear, I ask forgiveness for that act."

Whether it was this guilt feeling or, as he says, the influence of Keir Hardie and a little-known radical clergyman whom he heard in Denver, or even his program of self-education in the Cooper Union library, Mr. Young determined to ally himself with the Socialist movement. He must have been in middle life when he came to this decision.

> And I was now coming to the conclusion that I would no longer draw cartoons which illustrated somebody else's will. Henceforth it would be my own way of looking at things—right or wrong, I would figure things out for myself. If success came, well and good; but to win at the price of freedom of thought—that kind of success was not for me.

Art Young sketched for the Chicago *Evening Mail*, *Daily News* and

Tribune, the Denver *Times* and the New York *Journal*. When he found that he had "a great deal in common with everyday workers," he signalized his radicalism by working in La Follette's gubernatorial campaign, then joined the group that founded *The Masses* (himself nominating Max Eastman for the editorship) and devoted the remainder of his life to liberal and leftist causes.

Brisbane, M. E. Stone, Robert McCormick, Walt MacDougall, Thomas Nast, Joseph Keppler, Eugene Debs, Eastman, Floyd Dell and many others whose names will appear in American books of biographical reference troop through the pages of the book. Most of them are shadowy figures since the cartoonist hasn't the verbal skill to bring them to life. One picture is memorable. After John Reed's death, Louise Bryant, dying in Paris, scribbled a note to Mr. Young:

> I suppose in the end life gets all of us. It nearly has got me now—getting myself and my friends out of jail—living under curious conditions—but never minding much . . . Know always I send my love to you across the stars. If you get there before I do—or later—tell Jack Reed I love him.

The book is illustrated with a hundred Art Young drawings.

RALPH D. CASEY
University of Minnesota

* * *

NOTHING BUT DANGER. Edited by Frank C. Hanighen. *New York: Robert M. McBride and Company*. 1939. 285 pp. $2.75.

TEN men and one woman cover the gone but not forgotten Spanish Civil war in another of those now familiar volumes of reportorial reminiscences.

The ten men are trained foreign correspondents. The woman is not. Strange as it may seem, the woman comes out with top honors, and most of the glory, in these chronicles of personal adventure.

Despite the Rollin Kirby cartoon, "War Correspondent New Style," recently appearing in American newspapers and relating to the present universal European strife, the war correspondent today is not able to sit with his feet on his desk, sifting out a few grains of fact from the chaff of official communiqués. As Mr. Hanighen, editor of this symposium, indicates, five correspondents were killed in the Spanish campaign; "others suffered wounds; still others were captured and narrowly escaped death." Hanighen previously, as the author of "Merchants of Death," set down some sharp sketches of the men who make wars. Now with the aid of brother newspaper writers, he gives us the obverse of the medal—shattered, blackened houses which once were homes, a three-year-old baby with its arm torn off, rivers of liquid green fire running down the streets of Madrid.

These are not pretty pictures which have been painted for us by Hanighen's enlisted crew of correspondents. Much of the action is not in the front line trenches, for the country as a whole was at the front and was the front. The men who have cooperated with Hanighen in producing this book are not the widely known "big names." One looks in vain for such stars as Webb Miller and Knickerbocker. The majority of them are not even American corre-

spondents or working for American newspapers, but are Britishers representing the English press.

The chief trouble with this book is that it was thrown together too hurriedly. Despite the fact that many good yarns have come rolling out of newspaper mills under the pressure of hot spot breaks, these stories carry the stamp of haste all over them, haste which has not added to their effectiveness. Although one might reasonably expect "news behind the news" in a book such as this, there is little new, and few revelations of fact or incident not already known. Haste also is apparent in the format of the book, for typographical errors are all too frequent. Many of the correspondents, given the opportunity to forget objective reporting, have been unable to shake themselves loose of its fetters. Others have thrown their impressions together haphazardly and, as a result, the individual stories do not attain unity. As mentioned earlier, however, one exception must be made to these criticisms. She is Lorna Wood, who went to Spain on her honeymoon with Joseph Swire, reporter for Reuter's. Miss Wood tells her story of Spain simply and subjectively, in terms of human emotions and hunger and fear, and her narrative brings a ring of response from her readers which her masculine colleagues have been unable to achieve.

This book may serve as supplementary reading for the journalism student interested in foreign fields but its writing can hardly be held up as a model. In fact, it substantiates the suggestion sometimes made—that the foreign correspondent is no more and no less than a "glorified leg-man" and the colorful stirring stories are often produced on the cable desk in New York.

James L. C. Ford
University of Oregon

* * *

Writing Up the News. Edited by Miriam Lundy. *New York: Dodd, Mead and Company.* 1939. xii + 254 pp. $2.50.

THOSE who earn their living from newspapers, whether directly, or indirectly as do teachers of journalism, are often asked to recommend books on journalism to beginners. When general information rather than instruction in reporting or what not is desired, this book is one to recommend. It is a survey of just about everything in the business except editorial writing and the financial pages, by nineteen different newspaper workers. And it is of interest to the working newspaper man as well as the beginner, because of its personal statements by well-known newspaper people.

The book is the record of a series of talks organized in the fall of 1938 by the New York Newspaper Women's Club. The club sought money to provide prizes for newspaper women and to help with relief of unemployed ones, and so arranged the series of talks and round tables in the hope that they would interest outsiders. The course clicked, and "Writing Up the News," edited by Miriam Lundy, daily story editor of the New York *Daily News*, is a happy by-product.

The fact that the participants were selected by a newspaper women's organization, taken together with the extent to which women have penetrated the newspaper edi-

torial structure, makes a choice of seven women among the nineteen contributors seem not disproportionate. The ladies write on everything from Inez Callaway Robb's life as a roving reporter, a tale which breathes the essence of straight newspaper work, to Antoinette Donnelly's sympathetic account of the lovelorn column.

The dozen male contributors range from Lee Wood, executive editor of the New York *World-Telegram,* and Stanley Walker, recently editor of the Philadelphia *Evening Ledger* but better known as former city editor of the New York *Herald Tribune,* through the gamut of newspaper jobs to descriptions of press association work by Peg Vaughn of the U. P. and Max Hill of the A. P. Probably the best way to indicate the scope of the book is to list those contributors not already mentioned, as follows:

Men: Burns Mantle, drama editor of the New York *Daily News;* Harry Hansen, literary editor of the New York *World-Telegram;* Lucius Beebe café society columnist of the *Herald Tribune;* Joe Williams and John Kieran on sports; James C. Hickey, copy-desk chief of the New York *Sun;* Warren J. Hall, rewrite man on the New York *Daily News,* who relates his experiences as editor of a country weekly; and Joseph V. Connolly of the Hearst papers on syndicate features.

Women: Mabel Greene, reporter for the New York *Sun;* Emma Bugbee, reporter for the *Herald Tribune;* Helen Rowland, columnist for King Features; Mary E. Watts, woman's page editor of the New York *Sun;* and Prunella Wood, women's feature and fashion editor of King Features.

It is a useful book for all of us to read, and then to recommend to those who ask for an over-all picture of newspaper work.

HERBERT BRUCKER
Columbia University

* * *

THE INSIDE STORY. Edited by Robert Spiers Benjamin. *New York: Prentice-Hall, Inc.* 1940. xii + 263 pp. $2.75.

WHEN an author or editor promises his readers inside information—the low-down, if you will permit the word—concerning men, women or events that they have read about in books, magazines and newspapers, he may be sure of a responsive audience. If he lives up to his promise, he may be equally sure of commendation by even the most exacting critic.

In "The Inside Story," Mr. Benjamin, the editor, makes such a promise, and twenty distinguished members of the Overseas Press Club of America keep the promise for him. The twenty: S. Miles Bouton, Morrill Cody, D. Thomas Curtin, Allan Finn, Burnet Hershey, Peggy Hull, Edward Hunter, Josef Israels II, H. V. Kaltenborn, Mary Knight, Irene Kuhn, Hal Lehrman, Eugene Lyons, Tom Morgan, William Parker, Arthur Settel, Cornelius Vanderbilt, Jr., George Sylvester Viereck, Carol Weld and Wythe Williams.

Each of these internationally known correspondents takes you behind the headlines and the censor and tells you his favorite personal experience in some one of the many corners of the world. Each story is a unit in itself, quite unrelated to the one preceding or following; and almost every one of the twenty belongs

in the Believe-It-Or-Not class. Most of them would not be believable except for the fact that the by-line guarantees the writer's personal confidence in the truth of the yarn he is telling.

If you decide to buy and read "The Inside Story," do so on a basis of the promise implied in the title. The volume is just that—a collection of dramatic, revealing, unpublished stories of world affairs and personal experience. It provides genuine entertainment for an evening and will be worth the time spent in its perusal. But it may not be regarded as either history or literature. It is not history because the stories are not documented; most of them cannot be. They are clever newspaper men's and women's deductions and opinions, based on facts that are necessarily meager, but which lend credence to the conclusions reached by the individual writers.

In the main the stories are what you might call "journalese" in point of view and treatment. Scenes are painted in bold primary colors; overstatement is commonplace; and you feel frequently that the writers are striving to make their incidents a little more emotional than the facts justify. But when you have read the last story by Wythe Williams, you close the volume with a feeling that you have had given you the inside facts concerning recent world events as nearly as twenty of the most distinguished foreign correspondents can give them in the light of present available information. That is all the book promises to do, and that is why this critic pronounces it worth buying and reading.

M. Lyle Spencer
Syracuse University

You Americans. Edited by B. P. Adams. *New York: Funk and Wagnalls Company.* 1939 xii + 348 pp. $2.50.

FIFTEEN foreign correspondents from all parts of the world tell in this book what they think of America. They discuss everything from prizefighting to the future of the American economy. Their views are provocative, even though occasionally bromidic, too flattering or erroneous. There is the old saw about gum-chewing and going without neckties. The most ludicrous statement is the one about American workmen wearing gloves at their toil out of a fastidious desire to preserve the polish of their nails.

One old bromide appears once or twice—that Americans are standardized robots. This whiskered criticism is, however, vigorously refuted by several of the authors. We read, for example, that Americans are the most unpredictable, unreliable, unexplainable people in the world, that life in the United States is the most thrilling pageant yet created on this planet, and that the individual American is a diverse, colorful, romantic, emotional creature with a delightful sense of humor.

More significant are other observations by these foreign journalists: that there is a tyranny of labor unions in America, accompanied by much bad time-killing workmanship in the trades; that there is a tyranny of lawyers in public affairs and government; that opinion polls lead to a pandering to public opinion, when America needs leadership; that isolationism is a myth; that the United States should relax her immigration

laws because a static population means a static economy.

It is in the matter of the future American economy that the majority of these foreign observers present a dismal and, it is to be hoped, a biased rather than an accurate picture. No more is America the land of opportunity or of rugged individualism in the eyes of many of these correspondents. The most provocative view is that of the Italian Fascist journalist, Gian Gaspare Napolitano. He sees in what he calls "permanent poverty," in factionalism and in the struggle between capital and labor exactly what he saw in Italy before the government "intervened in time" and "succeeded in forming the Corporate State . . ."

For one contributing author, America is still a land of opportunity. He is Pete Sanstol, correspondent for the Oslo, Norway, *Tidens Tegn.* To prove his sincerity, Mr. Sanstol informs the reader that within a few months he will become a full-fledged American citizen.

In the field of foreign affairs, several correspondents rather spoof at the prevalent view that democracy will survive in America whatever happens in Europe. The Italian Fascist view is that foreign affairs are of no immediate concern of the American people. Furthermore, American sympathy for the democracies has been aroused, he declares, by the story of individual human suffering, rather than by the long-range view of what European political changes may mean to nations and to masses of millions of human beings. Because America has been compelled to adopt emergency programs, the reader is told, the American people should be less critical of emergency programs found necessary in Italy.

Akin to this sophistry is the declaration by the editor of the New York *Japanese-American* and correspondent of the Tokyo *Hochi Shimbun,* Yasuo E. Muraoka, that "Japan is not an aggressor nation, but a nation defending itself against the destruction of its future."

The book contains many delightful and whimsical observations about everyday life in America. The authors are unanimous in their admiration of American womanhood. Such gallantry is, however, nothing new. To the Chinese, Americans are a people with yellow hair and green eyes. From the Mexican point of view, Americans are so law-abiding they will obey a traffic signal without the presence of a policeman. To the French people, who, the reader is told, have learned to live with propaganda, the American reaction to the very thought of the word is "quasi-psychopathic."

Of American journalism one reads that reporting in the United States teaches the foreign correspondent to be a journalist in the best meaning of the word, to write honestly without slanting and to write simply and frankly.

REUEL R. BARLOW
University of Illinois

* * *

BACKGROUNDING THE NEWS. By Sidney Kobre. *Baltimore: Twentieth Century Press.* 1939. xvi + 271 pp. Ill. $2.00.

THIS book is more than just another eloquent appeal that reporting in the social sciences become more intelligent. It is a documented appeal. In each of four

related fields—psychology, sociology, economics and criminology — the author has collected newspaper and magazine articles to illustrate what he considers the journalism of the future should be.

Thus, young Mr. Kobre goes a long step farther than most of the rest of us who have been pointing out how much reporting in the social sciences lags behind that in the physical sciences and in many other fields. His is, of course, the first full-length book devoted exclusively to the subject, yet not too long to preclude its assignment to be read collatorally in its entirety in almost any college journalism course.

What the book adds up to is an appeal to editors and publishers which might be summarized thus: "Here is an opportunity you are neglecting, and here is how you yourselves have shown it can be done." Examples, mostly second-day stories, of first-rate interpretative articles are taken from the New York *Times Sunday Magazine*, the *United States News*, the *Survey Graphic* and the syndicated columns of Morgan M. Beatty, Associated Press feature writer in Washington, Ruth Finney, Scripps-Howard feature writer, Thomas L. Stokes, Forrest Davis and Harry Elmer Barnes of the New York *World-Telegram*, Albert Wiggam, Joseph Jastrow, Donald Laird and others.

In his chapter on psychology, Kobre complains that "the newspaper, in brief, does not show human character as it is formed and modified by conditions." He gives examples of stories of divorce, suicide and death, personality sketches, columns of advice to the lovelorn, feature articles and columns to which this criticism does not apply. In the chapter on sociology lynchings, delinquency and woman's page news are considered. "News," he says, "may be the manifestation of social conflict or social change. The reporter seizes upon this news and reports it in spectacular fashion. Lynching, crime, suicide, divorce are examples of pathological products of a maladjusted, dynamic society which the sociologist studies." Moral: the reporter should be a sociologist.

The tremendous popular interest in technocracy, which the newspapers helped create, is treated at length in the chapter on economics. Of the story he summarizes: "It taught newspaper men a lesson in the popularization of economic knowledge and in the treatment of economic movements in a broad rather than a piecemeal fashion." Two articles the author wrote for this magazine, on the newspapers' handling of the Giuseppe Zangara and Celia Cooney cases, are reprinted, somewhat revised to point out what can be done in the field of criminology.

Addressed to practicing newspaper men and journalism students, the book stresses the shortsightedness, lack of perspective and failure to see beyond the immediate news story which characterizes too many of them. It does not deal with the other side of the problem: how to stimulate the social scientists to assume the initiative or even to cooperate in any movement toward better journalism in their field. Today social scientists are perhaps the most severe critics of the press, yet they are the least inclined to do

anything about helping it improve itself. Two decades ago the physical scientists were saying many of the same things the social scientists are today; in the meantime they took the initiative themselves, through Science Service and by hiring press agents, with the result that they get more than a fair break today. A newspaper with the best intentions possible won't get far until the social scientists also "wake up."

By way of adverse criticism, Kobre seems inexcusably careless in several places: he places Vernon McKenzie at Oregon instead of Washington; calls it the Boston *News-Leader* instead of *News-Letter;* grants doctorates where they weren't earned and withholds them where they were and gets this reviewer's middle initial wrong. Which sin, however, doesn't alter the fact that your library is not complete without "Backgrounding the News."

CURTIS D. MACDOUGALL
Northwestern University

* * *

THE COMPLETE DESK BOOK. By C. O. S. Mawson and John Robson. *New York: Thomas Y. Crowell Company.* 1939. ix + 374 pp. $2.50.

HANDBOOK OF ENGLISH. By Clarence Stratton. *New York: Whittlesey House.* 1940. vii + 352 pp. $2.75.

THESE are two very good books for anybody's desk. That by Mr. Mawson (editor of Roget's "Thesaurus") and Mr. Robson, intended for writers, editors and printers, is an amazing compilation of mechanical rules—rules for spelling, grammatical usage, abbrevia-

BEFORE SENDING OUT YOUR NEXT PRESS RELEASE

PRESS AGENTRY

A Practical Handbook on Publicity

By CHARLES WASHBURN
America's Leading Press Agent

Everything is discussed from plain press agents to de luxe public relations counsels who navigate the courses of giant corporations. The author speaks informatively about the maneuverings of such prominent practitioners of the craft, past and present, as Ivy Lee, Edward L. Bernays, Dexter Fellows, Richard Maney, and Harry Reichenbach. The book also contains specimens of good and bad press releases, a sample collection of brilliant stunts, and ends with the opinions of sixteen pre-eminent editors as to what constitutes acceptable publicity releases.

SAYS THE AUTHOR:
"The editor has the last say, the last wastebasket. If he isn't impressed, if the case isn't spiked with a snapper, then let the molder of public opinion beware. . . . For it is the editor who is the ultimate boss, who with a simple nod can kill or print that which powerful influences have tried their damnedest to get across."

The opinions of the following sixteen prominent editors as to what constitutes acceptable press agent copy makes this book a very useful handbook for even the established publicity writer.

GRAFTON WILCOX, New York Herald Tribune
BROOKS ATKINSON, New York Times
E. S. BECK, Chicago Tribune
GEORGE CLARKE, New York Daily Mirror
MARK WATSON, Baltimore Sun
JOHN CHAPMAN, New York Daily News
JOHN HARKINS, New York American
GEORGE STARK, Detroit News
ROBERT CHOATE, Boston Herald-Traveler
EDWARD RETICKER, Chicago American
GEORGE H. LYON, Buffalo Times
GEORGE ROSS, New York World-Telegram
BENNETT DAVIS, Buffalo Courier-Express
GEORGE L. DAVID, Rochester Democrat & Chronicle
COLVIN McPHERSON, St. Louis Post-Dispatch
WM. McDERMOTT, Cleveland Plain Dealer

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tion, punctuation and the like—and of mechanical aids such as lists of source books, suggestions for preparation of an index and so on. Although it is not put forward as a style book, it would make an excellent one for most purposes. It is more complete on many scores than, for example, the University of Chicago "Manual of Style"; it is more simply and usably organized.

Mr. Stratton's book is an American adaptation of the method and form of Fowler's "Modern English Usage." Happily, it has not only Fowler's completeness and his many examples, but also his brightness of style. Its chief purpose is to guide its reader in modern American word usage; but it goes beyond Fowler in devoting considerable attention to puzzling bits of mechanics such as abbreviations. A typical comment: "The discussion concerning 'graduated' and 'was graduated' seems like a discussion concerning 'tweeddledum' and 'tweeddledee.'"

With the two books at hand, a toiler in words would hardly have an excuse for going wrong. He would be especially delighted if he believed in the American language and in usage rather than dry grammatical rules as a guide; for the authors of both books are devoted to both.—M. V. C.

* * *

NEWSPAPER REPORTING OF PUBLIC AFFAIRS. Revised edition. By Chilton R. Bush. *New York: D. Appleton-Century Company.* 1940 xxiv + 455 pp. $3.00.

ANY number of smart young journalism students have learned to write very readable news stories. They know all about the five W's, block paragraphs and how to conduct an interview. But ask one of these would-be Damon Runyons to distinguish between a petit and a grand jury, or to explain the Wagner Act, or to discuss the function of the referee in bankruptcy, and in most instances the answer would be only a slight raising of the eyebrows.

Editors can hire clever phrase makers at a dollar a bushel, but the reporter who knows how to go about the business of dredging for news is none too common. Perhaps the schools could do something about that. A teacher who has had more experience in English composition than in unleashing a pack of city room bloodhounds to scent the news is likely to praise the clever writer while ignoring the hard working reporter whose facts made the story possible. Perhaps a sincere teacher could overcome this tendency if there were more help to be obtained from the plethora of textbooks, many of which are so anemic in thought as to be valuable only to the beginner.

When Professor Bush was teaching at the University of Wisconsin, before he took charge of the journalism courses at Stanford University, he attempted to relieve this situation by writing a book on the reporting of public affairs in local communities. The book appeared in 1929, and anyone reading it carefully could learn almost as much about the machinery of justice and public administration as a reporter of considerable experience. The book was a course in public affairs, not as the civics professor would teach it, but as advanced juornalism students should learn it. The

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book fulfilled the need.

That was more than a decade ago, when "New Deal" was only an invitation to sit in on a hand, and prohibition was an era and not just one of Dr. George Gallup's academic quizzes. Many an agency burgeoning in 1929 has faded, while scores of new ones have been born since then. Bush has brought his study up to date. His book is merely an old friend with new haberdashery. There are the same chapters explaining the complexities of the courts; preliminary trials; civil and criminal actions; bankruptcy proceedings; the federal, county and police beats; and the city hall. In addition, there are new chapters on the reporting of business news, corporate finance, local bank statements and labor.

It is not easy reading. One wishes that the material might be offered a little more appetizingly. And some of the newspaper clippings used as examples have been hanging around so long that they have lost all their flavor. Neither of these charges is serious. Bush obviously did not write his book for hammock readers, but to relieve journalism teachers of an onerous task. As for the obsolete clippings—one might as justifiably discard a tire with a good tread as to suggest that a publisher change some of his plates just because they happen to have a little mileage on them.

The new edition is a valuable addition to the journalism library, and any student or cub reporter will be rewarded well for a careful reading of it.

HENRY L. SMITH
University of Kansas

PLOTTING—HOW TO HAVE A BRAIN CHILD. By Jack Woodford. *New York: Carlyle House.* 1939. 352 pp. $3.00.

IN THE publisher's foreword included in Jack Woodford's latest contribution to the overcrowded field of books on fiction writing there is a revealing statement:

> His (Woodford's) peculiar genius, like all genius, has sundry manifestations which we, as publishers, do not wholly approve. However, his book, "Trial and Error," though it also contained matter of which we and many others disapproved, did reach and is reaching sales totals hitherto unheard of for books on writing. . . . But we wish to note that in this volume there are sundry matters which we deplore and for which we as publishers disclaim responsibility. . . .

As a text or reference book on writing, this work contributes nothing new to the mechanical approach to fiction. If anything, despite the author's statement ". . . I disapprove of anything mechanical in plotting . . ." which appears late in the book, the work so overemphasizes mechanics as to destroy any spontaneity which might inhere in the tyro who reads it. The specific material on plot construction and evolution, furthermore, is so heavily larded with Mr. Woodford's attacks on his pet hates as to be difficult to follow and even more difficult to rediscover. Not even the repeated and unsubtle resorts to double-meaning humor have saved the work from making dull reading.

Mr. Woodford treats fiction, in his own words, as a racket. In a chapter directed to professional writers he boasts the purely commercial purpose of the book; a needless confession, since throughout the

material attests a purely financial interest. It is destructive from any reasonable viewpoint to encourage beginning writers toward a belief that their craft is one of tongue-in-cheek pandering, devoid of sincerity or honest effort. This attitude is consistently mirrored throughout the book.

"Plotting" contains nothing along lines of craftsmanship which the honest instructor in fiction writing has not known and transmitted to his students for years. It does contain certain recommendations for plot sources which few instructors would incline to defend.

While there is no question that formula fiction has a wide if unlucrative market, Jack Woodford's strict adherence to formula is unlikely to appeal to writers or teachers who believe in developing each story according to the logic of its enucleating idea. Certainly there are fundamentals of fiction: the inclusion of a climax, the introduction, early, of the problem which, a few thousand words later, the story will resolve, but it seems an emasculation of creative talent to limit all stories to prefabricated patterns. It is possible, of course, to argue even the individual and original prose of Stephen Vincent Benet into one or another of the hack writer's formulas, but it would be a specious argument which accomplished such an abomination.

Mr. Woodford presents a peculiarly resentful attitude toward editors, singly and in groups, which most professional writers have foresworn shortly after making their first sales. In a way this outspoken resentment is a key to the attitude of the book as a whole. So repeatedly as to become ineffective, the author rails at politicians, editors, publishers, international bankers, the police, relatives of cinema moguls, the clergy, communism, fascism, naziism, the Republican party and the Democratic party. In his preface he disclaims cynicism; in the book he reclaims it without apology, perhaps unconsciously. The effect upon the budding writer for whom the book must have been written is an unfortunate one. Who can excel at a craft for which he feels only the most deliberate scorn?

To a firm belief that too many books on writing have been published, "Plotting—How to Have a Brain Child" brings only confirmation.

ROBERT S. MANSFIELD
University of Washington

* * *

THE ART OF MAKING MONEY BY WRITING. By Walter des Marais. *New York: Fortuny's.* 1939. 100 pp. $2.00.

FROM the form in which this book is written it is evidently intended as a correspondence course in the short story. There are sixteen "lessons," each lesson with a group of review questions. In his preface the author promises his readers without discrimination that if they will attack the fiction field with industry — produce a volume of material—they "will be selling at the end of the year." From that point of departure he leads on into his brief lesson-chapters, beginning with "The Short Story Formula" and including the subject headings found in almost all texts on the short story—plot, theme, viewpoint, setting, characterization and so on.

Mr. des Marais sounds a note of cheer for the beginning writer. To be selling at the end of a year of study is a gratifying reward, and one for which most beginners would be willing to work hard. Mr. des Marais does not set the word-quota which the student must produce in this year, but from statements in the book it seems that this quota is something over 150,000. Translated into standard length short stories—and the short story is the form of fiction used by most beginning writers as opening wedge—this word quota means about thirty stories. Contemplating this healthy production figure, the student writer may find the note of cheer less audible. There is, in the mind of this reviewer, further doubt concerning Mr. des Marais' feeling of assurance that all who write and work hard at it will sell. It does not appear that the distribution of writing talent has been so well equalized as that. The reviewer has seen the work of aspiring authors who were as far from a sale at the millionth word as upon completing their first story.

The development of writing technique in the succeeding chapters of the book appears to follow along lines familiar to professional writers. At times the book seems obvious to this reviewer. And there are passages which (to him) lacked clarity —a fault which may possibly be laid to the brevity of the text.

The reviewer does not consider the book an important contribution to the field.

FREDERIC N. LITTEN
Northwestern University

THE LAW OF JOURNALISM. By Robert W. Jones. *Washington, D. C.: Washington Law Book Company.* 1940. xii + 395 pp.

PROFESSOR JONES brings to his work legal training and experience as a teacher and practitioner of journalism; he is thus amply qualified to prepare such a study. His book contains chapters on "Freedom of the Press," "Characteristics of Libel," "Defenses to Libel," "Interpretation of a Libel," "Contempt of Court," "The Right of Privacy," "Blasphemous Publications," "Property Rights in News," "Copyright Matter and Its Use," "Legal Advertising" and "Regulation of Advertising." There are four appendices: "A Complaint of Federal Trade Commission," "Standards of Practice for Agencies," "Requirements for Second-Class Mail Privileges" and "Confidence Statutes."

The author succeeds in setting forth the problems facing the press, in classifying the various restrictions on the press with fitting reference to radio, and in showing the student, for example, the principles which if applied will prevent punishment for criminal libel, damages for civil libel, citation for contempt of court, damages for violation of copyright or loss of second-class mailing privileges.

Of value are his chapters on legal advertising and regulation of advertising. In the latter the application of such Federal statutes as the Pure Food and Drugs Act and the Wheeler-Lea Act and the jurisdiction of the Federal Trade Commission are compactly shown.

The author omits the story of the early English struggles for freedom of the press, apparently preferring to emphasize freedom of the press in its legal rather than its historical aspects. Such an omission saves space, but there remains good reason to show the student of today noteworthy cases like those of William Prynn, John Twyn or John Wilkes so that there might be a greater appreciation of the freedom of the press as we know it today. The contrast between the sufferings of those who offended the rulers in the seventeenth and eighteenth centuries and the freedom of criticism of government today should make a lasting effect on the student mind.

Scant attention is paid to some important subjects, such as public records, although it may have been the author's intention to free the presentation as much as possible from close legal distinctions. In crediting Maryland with the first copyright law in the United States, Professor Jones gives no citation; however, Drone, in his classic work on the law of copyright, gives Connecticut credit for the first copyright law in the United States and cites St. of Connecticut (ed. 1786) 133 as his authority. (See Drone: *A Treatise on the Law of Property in Intellectual Productions*, Boston, 1879, pp. 87-88.)

This reviewer regrets that the book, published by a law book publisher, omits a table of cases cited.

FRANK THAYER
University of Wisconsin

REVISED AND ENLARGED EDITION, 1940

NEWSPAPER REPORTING OF PUBLIC AFFAIRS

By CHILTON BUSH

EXECUTIVE HEAD, DIVISION OF JOURNALISM, STANFORD UNIVERSITY

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PICTORIAL JOURNALISM. By Laura Vitray, John Mills, Jr., and Roscoe Ellard. *New York: McGraw-Hill Book Company.* 1939. xvi + 437 pp. Ill. $4.00.

THIS is a book primarily on picture editing—but not so much on the editing of the picture as on the editing of the newspaper with the picture in it. It insists that the picture is a fundamental and increasingly important part of newspaper content. And layout must include the picture as an integral, and not merely incidental, element. Furthermore, the editor must see to it that the inside pages of his paper are read—both above and below the fold. The functional layout of the whole paper, therefore, including pictures, ads, headlines and body matter, becomes an integrated problem.

An attack on this problem from a starting point of picture-mindedness is the theme of this book. Problems of page layout, as solved by the authors in collaborative experience on the Washington *Post*, receive major emphasis. Supporting chapters deal with photography, the judging of news pictures and the work of the art department and the photo-engraver. Procedures for handling picture copy are especially well detailed.

The book devotes its space about 22 per cent to photography, 65 per cent to editing and 13 per cent to problems common to editor and photographer. The attempt to cover the elements of photography, including color photography, in thirty pages makes heavy reading. The discussion of lenses would be helped by a few diagrams, and an explanation of the "characteristic curve" of photo-sensitive materials is almost pointless in the absence of the curve. The chapter on news cameras makes perfectly clear why the Speed Graphic is so popular, yet includes a pointed warning that news photographers would welcome something better.

The book virtually ignores pictorial composition. The reviewer lacks space in which to argue this point, but the slighting of composition within the picture is especially surprising in a book which devotes so much space to composition of the page as a whole. It probably shows that when you write a book on pictures you do not have room for everything.

The scheme of picture content evaluation is clever and easily applied, yet Jack Willem, Chicago researcher, surely would disagree with ranking "personality" one-third. And when one sees that this system would rank the Hindenburg explosion picture below a picture of President Roosevelt signing an important document at his desk, one is inclined to vote with Willem. The authors recognize the difficulty themselves. Willem's findings perhaps put a finger on the reason.

In method, the book is avowedly a text. It provides material for a strong course on editing. It contains valuable information for either the editor's or the photographer's dealing with pictorial problems. It does not pretend to be a text on basic photography.

EDWARD F. MASON
University of Iowa

* * *

CHICAGO ADVERTISING AND PRINTING MART. Edited by John L. Scott. *Chicago: Printing Mart, Inc.* 1938. 178 pp. Ill. $5.00.

THIS advertising-printing reference manual may, with reasonable accuracy, be described as the Chicago cousin of the "Advertising and Publishing Production Yearbook," issued annually in New York.

Sponsored by the Chicago Federated Advertising Club (a federation of sixteen graphic arts and advertising groups), using 11x14 format with plastic binding, this book appears as Volume I for the biennium of 1938-39.

The first forty-two pages, perhaps excusably enough for an initial volume, present Chicago as "a creative advertising center" and as "the printing capital of the nation," followed by typical college yearbook introduction of the sponsoring organizations, many of whose members supported the publication liberally in advertising.

The book's reference material, presented insofar as practicable by charts and tables, is classified under sectional headings: Printing processes, direct-mail service, photo-engraving and printing plates, type and typography, paper and envelopes, binding and finishing, art and photography.

To illustrate the scope of the book, a few random selections of material are herewith briefly noted: A 2,500 word article on gravure printing; a double page chart graphically illustrating the coordination of direct-mail with other advertising media; a table showing advertising and printing appropriations of representative manufacturing and retail concerns; a chart of Ben Day screens; a four-page directory listing more than 1,000 principal types in use today, with name of type founder making each; a two-page style sheet for preparing copy; brief summaries of postal regulations and copyright laws.

The "Mart" should be useful as a reference book for classes in printing, advertising, photography and, to some extent, editing. The book might well be invaluable in the office of a university press or other department in which advertising-printing is purchased.

New York's "Production Yearbook," which also costs $5.00, is still a more nearly complete reference work than Chicago's "Mart."

BRUCE R. MCCOY
Louisiana State University

* * *

WAR IN THE TWENTIETH CENTURY. Edited by Willard Waller. *New York: Dryden Press.* 1940. 476 pp. $2.25.

THE journalist searching for expert, scholarly and timely opinion on the subject of war and its causes and effects will run into no narrow specialism or blind alleys of thought in this book. Instead, he will find a breadth of outlook that is indeed heartening at a time when the atmosphere of public opinion is once more charged with the familiar catch phrases and over-simplified answers to the problem of man's conflict with man.

Especially significant are the wide areas of agreement that are reflected in the thinking of the thirteen contributors to this symposium. The fact that sociologists, historians, economists, political scientists and experts in the study of literature and public opinion can discuss the problems of war in their own special fields, yet show such tolerance for

the wide view, points to even greater successes of analysis yet to come. No little credit for the achievement of this volume in this respect must go to Willard Waller for his wisdom in selecting experts whose specialization seems to reach out in ever-enlarging circles of outlook.

The dish of war in the twentieth century is no simple mixture. Rather it is a hellish brew concocted of such diverse ingredients as warlike indoctrination, economic imperialism, propaganda, self-appointed agitators, class antagonism, frustrations of individuals and idealizations of past wars. Such is the thread of thought established by Editor Waller and reflected at many points in the contributions that follow.

By reason of certain clashes of opinion evident in the several essays it is easy to see that the general points of agreement are the result of happy accident rather than editorial design. This, however, only serves to make the book more convincing.

Of special interest to the journalist are the chapters by Waller, Max Lerner and Ralph D. Casey. In his opening essay Waller discusses the causes of war and its effects upon society. Barnes and Langsam, historians, deal penetratingly with the "demonstrable facts" of the war of 1914 to 1918 and the "peace" that followed. Higgins, an economist, analyzes the "preposterous economic practices" from 1918 to 1939, Winwar, a literary expert, the effects of war upon literature and the arts, Kirkpatrick and Krinkin, sociologists, the development of Fascism and Communism, and Middleton, a political scientist, the changes in attitudes toward treaty making and diplomacy. Lerner, a political scientist, and Casey, a public opinion authority, present essays on the effects of war upon the state and the problems of propaganda and public opinion, while Linton, an anthropologist, in his examination of prospects for western civilization, gives the long view of the probable effects of the war of 1939. Waller brings the strands of discourse together in his closing essay on "War and Social Institutions."

"War in the Twentieth Century" will be especially useful to teachers of journalism handling courses in public opinion or propaganda. The symposium as a whole will also provide excellent background and reference material for classes in advanced news writing and practical courses in editorial writing.

Casey's careful analysis of the social bases of propaganda and its relation to modern war as contrasted with earlier day conflict proves highly illuminating, as does his delineation of the development of propaganda methods during the world war and in the totalitarian states that have risen out of the chaos that followed. The chapter ends on a note of optimism for the "wiser and better informed understanding of their functions" by communication agencies handling war news today as opposed to 1914, but sounds the warning that even with the best of vigilance public opinion is still to some degree at the mercy of events, and that there is still no propaganda like a deed.

What war does to the states and to social institutions, as outlined by Lerner and Waller, leaves one aghast at the total involvement of man's world. The two essays show how war

maximizes state power, thwarts civil liberties and social reform, brings pestilence and famine, lowers the biological stock, profoundly alters the mores and sex and family relationships and dislocates not only economic institutions but the church, the school and state as well.

Lest in his evident enthusiasm for the book this reviewer may seem entirely uncritical, let one suggestion be advanced. Symposiums of this sort might render inestimable service if their editors could see their way to present at the outset a sort of "bulletin of opinions" briefing in terse but solid outline the gist of what the contributors have said. This would be especially helpful to the practicing journalist who often wants to get background material quickly and to the point. Later he will of course delve more deeply into the substance, but a clear outline of fact and opinion would give him at the outset an intriguing over-view of the subject.

GEORGE H. HOLMES
Iowa State Teachers College

* * *

WORDS THAT WON THE WAR. By James R. Mock and Cedric Larson. *Princeton: Princeton University Press.* 1939. xvi+372 pp. Ill. $3.75.

THE authors of this book have made a fundamental addition to the descriptive literature of propaganda. For more than sixteen years the records of the Committee on Public Information were "all but lost" in the Munitions Building. Since 1937, when they were removed to the National Archives, Mock and Larson have dredged through the

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entire accumulation, and this valuable report is the outcome.

The origin and structure of the Committee is the subject of part 1; internal propaganda is described in part 2; external propaganda is handled in part 3. A concluding chapter deals briefly with the "Blueprint for Tomorrow's CPI."

The main lines of American propaganda during the World War of 1914-18 are well known. The Mock-Larson book is valuable for detail, and for the rectifications of perspective that come when more facts are known. For many readers the chief effect of the book will be the discovery—perhaps the re-discovery—of George Creel, dynamic chairman of the CPI. The authors began their research with a minimum of interest in Mr. Creel, but as they burrowed further into the files they exhumed and marveled. It is perhaps premature to speak of exhuming anyone as alive as Mr. Creel, but the authors quite properly remark that, despite his distinction, the post-war career of George Creel has been somewhat anti-climactic.

Without "whitewashing" Mr. Creel, the authors have convincingly shown that the civilian chairman of the CPI was a conscientious friend of moderation. He threw a few bones to the bellowing pack, but his slate is far cleaner than that of many other public men. In this connection, it is entirely appropriate to speak a word in appreciation of the hard-headed and hard-hitting Guy Stanton Ford, who kept the official contributions of America's professional intellectuals within reasonable limits of truth and dignity.

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able as it is, could have been improved if it had been written with a keener eye on comparative propaganda analysis. The authors failed to make effective use of many of the data in their notes. A striking example of this is the lack of a summary table on the personnel of the CPI. We need to know where our symbol manipulators come from, and this calls for data about training, experience, social origin, age, sex. A book like Leo Rosten's "The Washington Correspondence" is a convenient model for material of this kind. A table which shows the subsequent career of the CPI personnel would be exceptionally revealing. Carl Byoir is a striking case of one who was advanced from a "media man" to a hyra-headed publicity adviser. Creel got Byoir from the circulation department of the *Cosmopolitan*, and Byoir became his most important executive aid. After the war Byoir became one of the most important public relations men in the country. Edward L. Bernays handled Latin American publicity for the CPI.

Another example of the neglect of material that came under their fingers has to do with regional differences in the United States. The propaganda problem varied from one part of the nation to another, and the occasional glimpses of these locational differences are tantalizing to the reader. If the authors had selected communities of different social characteristics in the United States and shown us how the propaganda looked in relation to them, our perspective would have been greatly deepened. Regional data are now conveniently accessible in the manuals of Howard Odum and the National Resources Committee.

The book is rich in material and hence in suggestions for further research. The brief synopses of the CPI and foreign countries are extremely illuminating; they show where more spotlights could profitably be focused. The authors remark that "one measure of the impact of the CPI on American life is the persistence through two decades of the stereotypes which it gave us during the war." As soon as we have proper trend studies of American stereotypes we can document the meaning of this pregnant comment.

HAROLD D. LASSWELL

Washington School of Psychiatry

The Foreign Press

Edited by Ralph O. Nafziger
University of Minnesota

Canada

WITH the exception of a Communist daily, published in Toronto, Canadian newspapers have managed to keep on the right side of the nation's war censors. The Communist paper, the *Clarion*, was suspended in November for contravening the Defense of Canada regulations and its business manager, Douglas Stewart, was jailed for two years.

Numerous pamphlets and periodicals have been banned from Canada, among them a pamphlet by Earl Browder, United States Communist leader, entitled "Whose War Is it?" Among periodicals banned are *Technocracy*, published monthly in New York, and several foreign language papers published abroad and in the United States, as well as a pamphlet published in Seattle, entitled "Christian Reminders on War." In addition to these the ban has fallen on two allied-nation periodicals, one from France and the other from Britain. These are the *Nouvel Age*, of Paris, and the *Labor Monthly*, of London. Canadian newspapers and those interested in civil liberties were quick to point out that although Canada feared the alleged subversive influence of these last two, her allies, Britain and France, did not apparently consider them dangerous enough to bother about.

The charge on which Stewart went to jail was that he "did print, circulate or distribute a newspaper or periodical containing statements or reports contrary to Defense of Canada regulations."

Under these regulations, the Dominion authorities have been given sweeping power and many Canadian newspapers have attacked these measures on the grounds that they are far too drastic. The Winnipeg *Free Press*, for instance, said: "It (censorship) is getting a long way past the stage where it is merely trying to protect from publication or omission information that is valuable to the enemy and we suggest that it would be well advised to limit itself to that function."

The prime object of Canada's liberal newspapers in their campaign for revision of the regulations is to obtain a change in Sections 39 and 39A of the Defense of Canada Regulations. Section 39 refers to the spoken word and 39A to printed matter. Under them, the government has the power (and has exercised it) to prosecute the utterance or publication in any form "false *or otherwise*" which in the government's view may "cause disaffection" among Canada's armed forces, or "interfere with the success" of Canada's armed forces; or "prejudice the relations" of Canada with foreign powers; or anything "which would or might be prejudicial to the safety

of the state or the efficient prosecution of the war."

Thus, these papers point out, the text of these regulations is capable of interpretation which would completely choke off all discussion of the war, war aims or even the course of the war, which in the opinion of the government might have a bad effect on the nation's war effort. For instance they say, look at the power which might be wielded under the "or otherwise" phrase. The truth of a statement would be no defense. Criticism of allied policy could be deemed an offense. Even the publication of casualty lists could, the newspapers say, be something that would prejudice recruiting.

Already, it has been pointed out, government officials, armed with these powers, have banned publications from the country which freely circulate in other allied lands. Certain American publications have been excluded because they have published articles calling for continued American neutrality or asserting that allied war aims are vague or unsatisfactory.

Minor officials at Toronto, zealous in super-performance of duty, early in January held up a shipment of the New York *Post* because the paper contained an article on Canada's war effort, which, they said, was "most unflattering." However, in fairness to the censors, this was done without their knowledge and, as soon as they learned of it, via many a telephone call from outraged Canadians, they hastily scanned the paper and ordered the shipment released. The Toronto officials had been customs department men (who under law have power to seize pornographic and other undesirable literature). They had stopped the shipment and sent a copy to the censors at Ottawa for inspection. This incident has been pounced upon by many papers as an example of how bureaucracy takes charge when given too-wide powers.

So far, apart from the New York *Post*, which was eventually released to enter the country, the banned papers have been small. Referring to this, the Ottawa *Journal* has pointed out that it pays to be big and influential if you want to avoid the long arm of Canadian censorship.

New Information Chief

Walter S. Thompson, who became head of and organized the censorship co-ordinating committee at the outbreak of war, has suffered a breakdown in health and has been forced to retire. Early in December he had been appointed chief of the newly appointed public information office and was engaged in organizing it when his health failed. G. H. Lash, formerly, like Mr. Thompson, with the Canadian National Railways publicity department, is acting as head of the information office.

Reporters Accompany Troops

Canadian newspapers and the Canadian Press have bolstered their plans for coverage of the country's overseas war effort by sending a number of special representatives to Great Britain with the First Canadian Division. When the troops, which are still undergoing final training there, go to France, they will be accompanied by their own Canadian reporters.

Arrangements have been made for two Canadian Press correspondents,

working alternately, to cover Canadian activities on the western front. They are Edwin Johnson, superintendent of the London bureau, and Sam Robertson, former superintendent of the New York bureau. They will alternate in three-month shifts, at the front and in the superintendent's post in London.

Johnson had been in London for some years but Robertson went over in December, along with three other Canadian newspaper men who will cover activities of the Canadian troops for their papers. These three were A. E. H. Coo, news editor of the Winnipeg *Free Press;* Gregory Clark of the Toronto *Star;* and A. W. O'Brien, of the Montreal *Standard.*

Another Canadian Press man who has spent considerable time in Britain is Gillis Purcell, the general superintendent of the organization. He went over early in December to check up on facilities and arrangements for more extensive news coverage and during his stay there filed many graphic stories on Britain at war.

The sending of Robertson overseas from New York has been followed by many shifts of personnel in the Canadian Press. He was replaced at New York by Charles Bruce, of Toronto, the general news editor. Elmer Dulmage, former Ontario superintendent, succeeded Bruce and D. E. Burritt, from the Montreal office has become Ontario superintendent. Forbes Rhude, former Pacific superintendent, has been shifted from Vancouver to Montreal as Quebec superintendent and replaced at Vancouver by Sam Ross, of the Edmonton bureau.

Early in February, A. H. Bill, news editor of the Winnipeg *Tribune,* went to Britain to write a series of articles on Canadian army life overseas, for the Southam chain of newspapers in Canada.

Rogers Takes New Post

Taking another step upward in a journalistic career that has carried him over much of Canada, Europe and the United States, David B. Rogers, formerly assistant managing editor of the Winnipeg *Free Press,* became editor of the Regina *Leader Post* in February.

Mr. Rogers, a graduate in journalism of Columbia University, had been with the *Free Press* for three years. The Regina post opened with the death of D. B. MacRae, one of the best known of Canadian newspaper men.

The new Regina editor began his newspaper career with the *Daily News* of Amherst, Nova Scotia. He was born there in 1899. Following his discharge from the Canadian army in 1918, he studied at Acadia university, Wolfville, Nova Scotia, matriculating from there to Columbia, where he became a member of the national professional journalism fraternity, Sigma Delta Chi.

After some months traveling in Europe, he went to work with the Toronto *Star,* gradually working up from reporter to news editor. In 1929 he proceeded to Europe as foreign correspondent for that paper. From the *Star* he went to the *Telegraph-Journal and Evening Times-Globe,* of Saint John, New Brunswick, as managing editor, leaving there after six years for the Winnipeg *Free Press.*

WILLIAM H. METCALFE,
Winnipeg

China

LAST November, the chief of the Department of Publicity of Central Kuomintang, Yeh Chu-tsang, resigned, and Dr. Shentin S. C. Wang (Wang Shih-chieh), former minister of education, was elected to that office. Dr. Wang is one of General Chiang Kai-shek's "brain trusters" and a leading liberal Chinese scholar. The department is the fountainhead of all official Chinese publicity efforts.

Assisting Dr. Wang are Pan Kung-chan and Hollington K. Tong (Tong Hsien-kuang). A veteran Kuomintang party worker and a former publisher of the successful Shanghai *Chen Pao (Morning News)*, Mr. Pan's main work today is to direct, supervise and coordinate the party press scattered throughout the country. Mr. Tong, who holds degrees both from the School of Journalism, University of Missouri, and the Pulitzer School of Journalism, Columbia University, and who is former publisher of the *Yun Pao* of Tientsin and the *China Press* of Shanghai, is now the best friend to all foreign correspondents covering China. Last October, he visited the North Homan front with the foreign correspondents, most of whom are Americans.

In winter, the whole city of Chungking becomes an ideal air raid shelter. Heavy fog embraces the city all day long. Chungking's ten big vernacular newspapers therefore have a peaceful time during the winter season. On New Year's Day, each of them doubled its volume. Long articles on the prospects of the war, contributed by military and civilian leaders, were published. General Chiang Kai-shek contributed a message to his countrymen, urging spiritual mobilization.

But it is not so safe for Chinese journalists in Shanghai during the winter. Assassination, kidnaping, blackmailing are daily occurrences in Shanghai. Sometimes a newspaperman gets a letter threatening his life, sometimes a package of bombs, and sometimes a package of human ears and bloody hands. These things come from the notorious West Shanghai District, the place just outside the two Settlements (International Settlement and the French Concession), now under Japanese occupation.

One sub-editor of the independent *Chung Mei (Sino-American Daily News)*, Sha Jen-lin, was kidnaped early last November. According to a report made by the International Settlement Police, dated November 3, Mr. Sha was then locked in a room at No. 76 Chesterfield Road, a place just outside the Settlement. The purpose of kidnaping Mr. Sha was to force the *Chung Mei* to close down. But, contrary to the Japanese intention, the circulation of the *Chung Mei* increased by leaps and bounds as a result of the kidnaping. Mr. Sha is still missing at the time these lines are written. Many printers and newsboys of the same newspaper were kidnaped.

Restrictions in Settlements

What is the attitude of the British authorities of the Shanghai Settlement toward the situation? According to an article which appeared in the *China Press* (one of Shanghai's leading English dailies) dated

December 10, 1939, the Shanghai Municipal Council is now enforcing regulations on the vernacular press. This is the result of demands by the Japanese. The full text of the regulations was communicated to the Chinese press confidently, but was never fully published. The regulations read roughly as follows:

1. No paper shall use such terms as "traitors," "heroes" or "the enemy."
2. No paper shall use the word "devils" meaning the Japanese.
3. No paper shall use the words "dwarf slaves" referring to the Japanese.
4. No paper shall publish any news about the Kuomintang or make any reference to the declarations or statements made by similar bodies.
5. No paper shall publish any hints of anti-war news within Japan, or regarding anti-war feeling among the rank and file of the Japanese forces and the Japanese civilians in China.
6. No paper shall publish any news or writings which are considered as provocative or anti-Japanese or terroristic in character.

Something similar to the above regulations is now enforced in the British colony at Hongkong. Ever since the war, the vernacular press in the island has been forbidden to use the word "enemy" meaning Japan. The papers use a little cross instead. By and by the Chinese readers got the habit of reading "enemy" whenever they saw a cross in the page. Then the Japanese consul demanded that the Honkkong government forbid the use of the little cross. This demand was not accepted until the time when Great Britain declared war on Germany.

But there are exceptions. In three cases, the word "enemy," referring to Japan, is permitted to appear in Hongkong papers: In the speeches and declarations made by Chairman Lin Sen, the head of National Government; in the formal ordinances issued by the National Government; and in announcements and statements made by General Chiang Kai-shek.

The words "traitor Wang," "rebel Wang," "puppet régime" and "bogus régime" also caused trouble. The Japanese consul had demanded their suppression, but the crown colony met the demand only half way. It had notified every Chinese paper that "traitor Wang" and "rebel Wang" are forbidden, but it did not mention the other two terms. As a matter of fact, the Hongkong vernaculars are fighting Wang Ching-wei as definitely as ever.

Press in Occupied Areas

A word must be said about the Japanese press in the occupied areas. According to the Chinese Year Book 1938-39, there were 1,014 newspapers in China just before the Japanese invasion. Two thirds of them were published in five big cities, namely, Nanking, Shanghai, Hankow, Peiping, and Tientsin, all of them now occupied by the Japanese. It is safe to say that 95 per cent of these papers are now gone for one reason or another. Some of them evacuated the city and reappeared in the interior, while the others were confiscated by Nipponese soldiers.

With the wholesale suspension of Chinese newspapers in the Japanese occupied areas, the Japanese have been at the same time busily setting up their own organs. They have set up a "bureau of publicity" under the

so-called Reformed Government at Nanking. They have trained some fifty pro-Japanese newspaper workers in a special class for the purpose of re-enforcing the Japanese papers in the Kiangsu and Chekiang provinces.

The chief organ of the Japanese army in China, the *New Shun Pao*, was started two years ago in Shanghai. It is more or less an imitation of the famous *Shun Pao (China Herald)*, oldest existing paper in China, and the Japanese *Yomiuri*, of Tokyo. It is loaded with Japanese propaganda. Its daily edition consists of twelve pages. During the Shanghai war, two years ago, thousands of copies of this paper were distributed over the Chinese lines by means of Japanese airplanes.

The Nanking régime had planned to publish five newspapers: one in Kiangsu, one in Chekiang, one in Anhwei, one in Shanghai and one in Nanking. The Nanking paper, now operated by the Japanese secret service, had changed its name five times. It seems now settled with the name Nanking *Sin Pao* (Nanking *New Journal)*. Like the other Japanese organs, it can only publish Domei news reports. The Japanese army in China is referred to as the "Imperial Army," Manchuria and Mongol troops as the "Imperial Allied Army," the Chinese army as "Party Army" and the National Government as "Chiang's Régime."

There is another feature which every Japanese newspaper in the occupied area bears. That is the emphasis on sex problems. In the news columns, as well as in the feature page, most space is devoted to record stories of sex relations and "romantic" stories of sing-song girls and prostitutes.

It is estimated that there are at least forty such papers in the Japanese occupied areas. There is no doubt that they are all being published by the Japanese with Japanese money and in Japanese interests. Their editorial columns are full of reports and rumors intended to influence the Chinese people. They are black sheep of modern journalism, but at the same time the most destructive weapon in the hands of Japanese militarists.

Imitations, Smuggled Papers

The *Ta Kung Pao (l'Impartial)* published the following notice to its readers in both Hongkong and Chungking editions, January 17, 1940:

> IMPORTANT ANNOUNCEMENT
>
> We have received from our readers in Canton several copies of the falsified *l'Impartial* of Canton. Its makeup looks just like our genuine paper, some parts of its foreign news and correspondences were copied from our paper, but it consists of many libels and lies defaming our beloved National Government.
>
> It is apparent that the Japanese and the traitors in Canton have shamelessly stolen our name to deceive the public in order to realize their plots. But the mast *(Ta Kung Pao)* of the false paper is printed from a woodcut, the penmanship of which is so poor that it is very easy to distinguish the false from the genuine.
>
> Though we trust that such tricks of the enemy can never deceive you, we beg to call attention of our readers, those residing in the interior and abroad in particular, to this very important matter.

The fact is that the Chinese people in the occupied area do not appreciate the Japanese papers. They contain too many contradictions and the readers are tired of the sensa-

tional stuff published in them. There are many smugglers who import Shanghai papers (such as the *Chung Mei* and the *Shun Pao*) to Nanking, Soochow, and Hangchow, and Hongkong papers (such as *l'Impartial, Star*) to Canton. They have done a very flourishing business in secret for many people are willing to pay a high price for them.

The *Chung Mei* is sold in Soochow at thirty cents a copy. A copy of *l'Impartial* is sold in Changchow (a town between Soochow and Nanking) for one dollar. There is a story that a certain person in Changchow happened to have a copy of *l'Impartial.* A friend, a 16-year-old boy, who heard the fact, walked on foot from his residence in a mountain for fifty kilometers for the sole purpose of reading this paper, and walked back on the same day.

Press in the Interior

There are a few notable changes in the press of the interior. The *Central Daily News* of Chungking, the chief organ of the Kuomintang, had issued a Chengtu edition in the capital of Szechwen province. Its circulation surpassed all other Chengtu papers.

The *Yi Shih Pao (Social Welfare),* of Tientsin, old rival of *l'Impartial,* and the chief organ of Chinese Catholic Church, will move its quarters shortly from Kunming to Chungking. Since the outbreak of the war, this paper evacuated Tientsin and reappeared in Kunming. Its publisher, a Belgian priest, had been naturalized in China. He is now busy on the Honan front, not to preach Catholic doctrine but to fight the Japanese for his adopted country.

HSIN-YE WEI MA,
Chungking

Germany

A FEW changes have taken place in the censorship set-up since my last communication. The demon has found ways of letting his presence be known. All material submitted for dispatch by radio—there is no cable—or by mail, that is, everything that goes through the postoffice in the regular way, is now censored. Authorities won't admit this, but it is a fact.

This affects principally specials. For agencies have what is known as "telexes." These are nothing more than printers connected with certain stations abroad—in Denmark, Holland or Switzerland. So far, these channels have not been put under direct censorship. Agency men send under the same conditions as previously. Personal responsibility is the guide.

But specials are having the pleasure of frequent trips to the propaganda ministry to explain what this or that in a dispatch means, or to complain that the home office reports receipt of pages two and three of a telegram but not of page one. If a dispatch has the good fortune to go through immediately, it does not mean that the author is in the clear. He may be called in after its departure, when a copy of the text reaches the responsible official in the propaganda ministry. But I have not heard of any complete dispatch being held up, although certain correspondents have been warned that this or that will not be tolerated.

Mail, too, is being opened and its delivery slowed. Obviously, the regular service of the *Clipper* ships has been a god-send to correspondents. Specials can use the ships to great advantage. They were of even greater value until mid-November, when the German censor started to imitate the British. Now, two hands paw over whatever goes out or comes into this land. That means delay in delivery—when delivery is made at all—and consequent lessening of the "fast" mail service. Delivery now takes from fourteen to sixteen days from New York to Berlin, whereas normal time is just three days.[1] Until the Germans got into the swim, *Clipper* mail came through the blockade in from five to nine days. The added delay is the time the Germans take to go through the matter.

When the propaganda ministry saw the army moving up to the point of direct censorship, it began a new wrinkle for the use of all those who desired the service. It put stenographers on the ground floor of the propaganda ministry wing where the foreign press gathers for its conferences. These girls were given the task of copying on propaganda ministry paper all stories submitted. The object was to expedite passage through mails. No censor would touch the matter if it were in an envelope of the propaganda ministry. The correspondent handed in his story with sufficient postage and the girls did the rest. This system is used by many colleagues from smaller countries and by some Americans, mostly those who arrive for ten days to look around in order to write a book and send a few pieces to the home town sheet. It goes without saying that stories so submitted are subject to "silent" censorship. For nothing particularly "anti" would be permitted to go out on propaganda ministry paper.

On the whole, however, it must be said that German censorship has been broad-minded. No violent objections are raised, providing stories have the imprint of objectivity. Craftsmanship counts for a lot. Only one correspondent has got into serious difficulties. The usefulness of Beach Conger, of the New York *Herald Tribune*, dropped to zero as a consequence of one story. He drew the obvious conclusion and packed his bags for Amsterdam. He was not expelled. He was merely forbidden entrance to press conferences, no government official would impart information and his telephone and wire privileges were removed. That was sufficient. L'affaire Conger threatened to split American correspondents. One side maintained Conger was right in what he did and what he said while the other took the opposite tack, calling the entire incident "amateurism." The *Herald Tribune* still has no top ranking correspondent. Walter Kerr, of the paper's Paris bureau, was proposed, but the propaganda ministry turned him down presumably because he has been on the enemy side.

The holidays weeded out a considerable number of correspondents. Either they never recovered from feasting abroad, where they went to pass the time, or else they decided

[1] This material, mailed in Berlin January 9, 1940, for transport by Atlantic airmail, reached Minneapolis February 26. It had been opened in Berlin; the censor's official seal bore the inscription *Kommando der Wehrmacht* (High Command of the German Army). There was no evidence of any censorship or omission.

it was no longer worthwhile. There are still twenty-six American newsmen here.

News has been so scarce since mid-October that it is a wonder so many correspondents remained as long as they did. There has been no excitement. Routine of two conferences and an army communiqué, that says nothing, daily is leaving scars on morale. No correspondents are permitted at the front and there has been no occasion for guided trips. Many correspondents would like to get into what used to be Poland for they think there is a good story there. But requests to do so are rejected as fast as they are presented.

Correspondents Well Fed

Typewriters and transmission facilities are not much good without food to back them up. The Nazis have shown comprehension of the technical needs for news-gathering. They know that, quite apart from political aspects, it is in their interest to assist correspondents in solving mechanical problems. The ability to get a sufficient amount of food can be classed in this category. After other matters had been dealt with, the propaganda ministry turned its attention to designating a place where correspondents could eat. The Auslands Klub on Potsdammerplatz was an appropriate and convenient choice. Instead of battling in restaurants, correspondents can eat each evening excepting Thursday and Sunday in this club which has been provisioned for the purpose. Meals are not free, of course, and the customary food cards must be used. But correspondents fare better than ordinary Germans, for they are given twice as much meat per week.

Foreign Papers Banned

All foreign papers have been banned from Germany. The step was taken after it was noticed that Swiss papers, published in the German language, were selling briskly.

The matter of Swiss papers long has been a thorn in the Nazi side. The Basler *Nachrichten* once did a flourishing business in the Reich. Its circulation here far exceeded its home sale. It was hawked on the Kurfuerstendamm as were Berlin papers.

This was too much, and permanent prohibition was ordered back in 1937. Immediately a new paper took its place, the Neue Basler *Zeitung*. This, with its Zurich and Berne brothers, now has been ousted.

Germany and the U. S.

More attention has been paid since the war began to news from the United States. The *Deutsche Allgemeine Zeitung* and the Frankfurter *Zeitung* carry the greatest number of items, although the Berlin *Lokal Anzeiger* and Hamburg *Fremdenblatt* are not far behind. DNB has been cabling greater volume, too. Both the *Deutsche Allgemeine Zeitung* and the Frankfurter *Zeitung* have able correspondents in the United States who make an effort to tell a worthwhile story. Paul Scheffer, the DAZ's correspondent, is and for years has been one of Germany's best newsmen. He gives the DAZ a wider panorama of American life than any other paper gets. His pen stretches from college campus life to high powered "think pieces" about what Washington is likely to do. Germans frequently say "Paul Scheffer says ..." when discussing the United States.

Propaganda Stamps

While banning foreign papers, the government nevertheless has taken steps to obtain wider dissemination of German papers abroad. And in a novel way. Five and ten pfennig stamps have been issued, to publishers and news dealers only. Stamp collectors the world over, the government calculates, will be anxious to get these war-time stamps. And the only way they can get them is through the purchase of newspapers. Any letter containing one of the stamps is returned to the sender, or not forwarded.

Newspapers to the Front

Newspapers have been advertising for front line circulation. "The bridge between front and home," they have been calling themselves. The post-office carries them free to any soldier. The Leipziger *Tageszeitung* hit upon the idea of opening its columns to soldiers, who may ask for what they want. The paper then carries out the mission, if a donor offers himself. The list of things the paper has found for soldiers is long and contains some curious items. Here are some of them: five dogs, ten ash trays, fourteen potato peeling machines, one canary bird, six tickets to a boxing match, thirteen calendars, three pairs of wooden shoes, 269 mouth organs and two stew kettles.

Use Potato Paper

Paper made from potato tops is the latest Nazi effort to alleviate a paper shortage. Potato tops also are being tried for cloth. The Weimar *Thueringer Gauzeitung* published a special edition last August on potato paper. The paper was made by an artificial cloth plant.

MELVIN K. WHITELEATHER,
Berlin

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Great Britain

I HAVE several suggestions which I presume to make for the betterment of British war propaganda. A presentation of these will show where, not only in my opinion but in the view of many other journalists, British propaganda efforts have fallen short of the mark, and are yet susceptible of improvement. By the time this article is published several

changes for the better may already have been made. My points, for which I accept full responsibility in spite of the fact that I have asked friends to evaluate them, may be considered under nine heads:

1. *The Ministry of Information and the press censorship offices.* The work of the propagandists and the press censors was technically separated early in the war. A mistake was made in the employment of civil servants in a task which required technical and professional aptitudes. The M. O. I. should make greater use of some of the country's students and practitioners of propaganda. The press censors should be journalists of experience.

2. *Relationship with the British press.* This problem presented distinct difficulties in the World War. The press quite naturally objects to more than the bare minimum of censorship, and justifiably maintains the right to c r i t i c i z e. Winston Churchill, in his "The World Crisis," comments pungently and constructively on the difficulties which must arise over questions of press freedom in a democracy at war. He points out the significance of the fact that "the whole force of the press could be thrown against any government, minister or policy smitten by fortune."

Northcliffe was the thorniest journalistic problem with which Asquith and Lloyd George had to deal. Churchill writes frankly that he has not the slightest doubt but that Northcliffe "was at all times animated by an ardent patriotism and an intense desire to win the war," but he can see no less readily why this vigorous press lord could be regarded by the premier in power as a "journalist running amok." In these circumstances, suggests Churchill, a dictator would have offered Northcliffe "the alternative of high and responsible office or honorable captivity until the conclusion of hostilities." In the final months of the World War Lloyd George persuaded Northcliffe to accept the former alternative.

British publishers and reporters have shown a controlled yet courageous independence during the early months of this war. It may rest with Chamberlain or a successor to decide which should be forced into office, and which should be honorably interned!

3. *Relationship with foreign correspondents.* Especially with those representing newspapers and press services in the United States.

In the early weeks of the war these men in the forefront of the journalistic fray, all of them tried and seasoned reporters, met with ridiculous harassment and discouragement. At the M. O. I. they sought news under conditions where they had to run "from pillar to post, and from peer to peer." Conditions as I write are far from satisfactory, but have definitely improved.

Two things should be done. The first is that censors, press liaison officers and service department officials should become positive rather than negative on the subject of news. Some have this attitude. Others possess what has been called "the Admirality mind" and believe all news should be suppressed until they are jolly well ready to give it out.

The other difficulty is caused by a defect in organization. Nearly all news to the United States is sent by Western Union or by Commercial

Cable. Censors in these offices work by the same set of instructions but frequently adopt different interpretations. The result is that an Associated Press dispatch by Western Union may be passed without appreciable change, and a United Press story by Commercial Cable may be hacked to ribbons. A censor in one office may decide to refer a point to a superior officer, and one in the other office may decide to pass it on his own initiative. All this causes confusion and delay.

Many ridiculous and amusing stories are told of experiences in the M. O. I. and cable offices. John Gunther, author of "Inside Europe," asked for a copy of the first propaganda pamphlet which he knew was shortly to be dropped over Germany. His request was refused, on the ground, it is said, "that it might fall into enemy hands." I don't know whether to believe that or not, but I do know that one press censor refused to pass an official statement handed out by the Foreign Office, for dispatch to the United States.

The vast majority of American correspondents, although handling their jobs objectively, favor the Allied point of view. Censorship for *all* American correspondents should be removed. If they were put on their honor not to reveal information which would "give aid and comfort to the enemy" the good press which Great Britain has already got in the United States would be even better. Reporters are peculiar individuals; above all, they like to see their stuff in print.

4. *Radio news should be more cheerful.* The French have a technique for reporting Allied disasters which is infinitely ahead of the solemn British statement. A B. B. C. announcer will say: "We regret to report that a German U-boat has sunk the auxiliary cruiser XYZ. It is believed that twenty-four have been rescued." And that's usually that. A French broadcaster handling a similar announcement will put it this way:

"The British auxiliary cruiser XYZ was sunk last night and twenty-four were saved. However, that's not the most important thing, although the loss of life is most important and regrettable. The British have ABC more cruisers, and this is only a fraction of the nation's strength. We, the French, have a lot more. Don't forget the U-boats we have sunk, and the fact that scarcely a German vessel dares to stick its nose out of port!"

5. *Propaganda in the United States.* Keep every British politician, novelist and lecturer out of the United States, probably for duration. The United States is "fed up" with propaganda and propagandists, no matter how guileful. Goebbels is doing the Allied work there, with help from Hitler and Von Ribbentrop. Let them continue. Sir Frederick Whyte, M. O. I. director of the American propaganda section, would do his job superbly if his desk top were always as bare as it usually is, and he was able to prevail upon the Foreign Office to issue no exit visas to Britons sailing for the United States, unless they took an oath to keep their mouths shut, and never to give press interviews.

6. *Utilize better those emigrés of known firmness of conviction for the Allied cause.* A man such as Otto Strasser, for example, might be encouraged to talk nightly, by short

wave, to the many in Germany who know his sturdy fight against Hitler, and recognize that he has already won his spurs as Anti-Nazi No. 1.

7. *Improve explanations among neutrals of specific and general Allied policies.* Neutral nations are entitled to know the "how's" and the "why's" of policy action and policy changes. They should be informed quickly, before they learn the version prepared by Goebbels. Competent press attachés can handle these questions if given enough freedom from red tape. One Allied action that needed speedy explanation was the inauguration of the export blockade. In general questions some good work has been done. The two White Papers of Sir Neville Henderson, reporting on his concluding conversations with Hitler and Von Ribbentrop, were superb bits of fact, news and propaganda. The right kind of news, put over quickly, is the best propaganda. The "Jewish atrocity" pamphlet was only a very moderate success; it was stale news. The Hitler record, showing his inconsistency in promises and action, was first class.

If I had any say in the matter I would arrange for extracts from authoritative evaluations of the Nazi system to be reprinted, and sent out to a wide list. I have in mind such books as "The Revolution of Nihilism," by Hermann Rauschning, and "Germany's War Chances," compiled by the Hungarian professor, Dr. Ivan Lajos.

8. *Co-ordinate propaganda efforts.* Even in December some divisions engaged in publicizing Britain's case complained that they sometimes found out only by accident, or by personal inquiry, what was being done in another division. Duplication of effort and lacunae were obvious. In one office a staff worker had what he considered a good idea, and presented it to his chief. "Don't bother with that," he was told. "Such things come under Blank's jurisdiction, and we must not tread on his toes."

It would seem the part of wisdom to co-ordinate *all* national efforts, whether or not they are under official aegis. I know journalists and publishers of "news letters" who are more loyal than they are informed. Surely many of them can be trusted with some of the useful and brilliant surveys of opinion in various parts of the world, done for example so exhaustively at Chatham House. Often they are attempting to do the same kind of work with fewer facilities.

Some of these summaries and reports are marked "secret," others are held to be "confidential." I have had access to several, by official sanction, and the only stipulation was that I should not make use of remarks commenting on questions of policy. When journalists and speakers, who require just such facts to handle their work with celerity and accuracy, ask for these they are told in many instances: "These reports deal with fact and policy. They must be kept secret." Granting this, is it not possible to divide the result of the research into two parts, and permit a wider distribution of the factual section?

News letters have become an interesting and significant feature of under-cover journalism in Great Britain. The *K-H* letters are probably the best known, owing to the publicity talents of Commander Stephen King-Hall. A demand for

such publications has grown during the past four or five years because many who might be classed as the intellectual elite have not been sure that their regular papers have carried all the news and views available. A modernized version of the Fugger Letters has been evolved, and their popularity demonstrated by their number and circulation. A few that might be listed include:

Friends of Europe, information service and associated publications. This has just altered its title to *Europe Tomorrow*. Its guiding spirit is Rennie Smith, former Labor M.P.

Whitehall Letter, edited by Victor Gordon Lennox, diplomatic correspondent of the *Daily Telegraph*.

The Arrow, a news letter from the pen of F. A. Voigt, of the *Manchester Guardian*. This pungent bit of work has, however, been discontinued.

British News Letter, by William Teeling, author of, amongst other books, *Know Thy Enemy*.

The Week, probably the first to appear, sponsored by Claud Cockburn, who is associated with the *Daily Worker*.

Independent News Letter, by Ralph Michaelis.

News Letter, by "Augur," who in real life is that competent journalist, N. Poliakov.

Memorandum of Information, which was started the end of 1938 by Kenneth de Courcy, associated with the Imperial Policy Group.

These private news letters would have to be used with due discretion, for at least one might naturally be suspect as under alien influence. The majority could be encouraged to supplement the efforts of official departments and agencies.

I must point out that in two or three departments with the work of which I happened to become acquainted I found exceedingly heartening evidence of intelligent liaison work. Experts from six or seven other divisions were called in and volunteered to make a "team" which by the end of November was performing usefully and brilliantly.

In the science laboratory men engaged in research are, as a matter of modern practice, arranged in groups of "teams." Cooperative efforts in natural science have provided useful and even startling discoveries. This method might well be employed in the "social science" propaganda.

9. *In time of war prepare for peace.* A permanent propaganda organization should be maintained to explain the British to the world. It is not recognized that worth alone, even granting that, is not enough. If the Briton does not like the "propaganda" then select some euphemism, for which the Mother country shows such a talent.

This Ministry, department of service should be alert, in peace or war, to see that every effort is made to have news items not only accurate and representative, but complete. Enemies are eager and willing to take advantage of any slips. A peace time example of the type of news story that I have in mind is the account, in May, 1939, of the loss of the *Thetis*. The way in which this news was handled at its source shows a lack of British staff work. I recall vividly my impression when I read in an Associated Press dispatch that Captain Oram had been saved. I did not know until later the technical reasons which led him to take

his dangerous chance, but I realized the unfortunate implications that the escape of the captain, when the others seemed doomed, would have on the non-British mind.

An amplification and explanation followed a day or two later, but this should have been incorporated in the *first* dispatch. Any navy man could have made things clear, although there was no reason why the journalists covering the story should have been technically informed. Such matters are of importance to national prestige and honor. They should not be left to a regular officer of the navy, but should be watched for and handled by a press liaison officer.

The Nazis greeted this news story with avidity and published the first and incomplete account, with their own embellishments. As the dispatch appeared in the Nazi *Transocean* news service for South America—and it was revived after the war began—it read like this:

Captain Oram abandoned his ship when he saw a chance to escape. "In a typical British way" he set at naught the general rule of the sea that the captain is the last man to leave if and when a disaster occurs. The account went on to suggest that the officer in charge of the submarine's manoeuvres which led to the sinking of H. M. S. *Thetis* was, "like most of his fellow-men in the British navy, a habitual drunkard."

VERNON MCKENZIE,
London

Japan

DOMESTIC politics in Japan has been concerned with developments in diplomatic negotiations between the United States and Japan for conclusion of some sort of commercial agreement, either a modus vivendi or a new treaty, which would replace the 1911 trade and navigation pact. In the middle of December, 1939, when Foreign Minister Admiral Kisaburo Nomura announced Japan's intention to reopen the Yangtze and Pearl Rivers to international commerce traffic, nationalistic elements in Japan bitterly denounced the projected policy, as exemplified by an editorial of the *Kokumin (Nation)*, apparently an advocate of the Army's cause:[1]

> Should Japan's Christmas present to the United States in the form of a reopening of the Yangtze River traffic fail to obtain the desired reciprocal gift of a renewed trade treaty, it is only proper that the government should make a public apology to the nation in the form of suicide . . . We regret that the government should surrender to the very political weapon of the European and American imperialists that has held China in a state of semi-vassalage and against which Japan is now fighting for the sake of China's independence.

The *Hochi (Dispatch)*, politically of the Minseito (Democratic) party, commented:[2]

> The step taken by Japan was motivated by her desire to avoid unnecessary friction in the interests of international accord . . . It is now up to the United States to do her part in averting undue friction between the United States and Japan by not only renewing the treaty but by removing all obstacles that have been set up against Japan . . .
>
> Should any failure occur, the govern-

[1] Dec. 19, 1939.

[2] *Idem.*

ment must be prepared to accept most serious condemnation.

The *Yomiuri (Town Crier)*, ordinarily critical of America's policy, said in a mild tone:[3]

> Japan's demonstration of sincerity now awaits a similar act from the United States . . .

The *Asahi (Rising Sun)*, reputedly the most outstanding journal in Japan, asserted:[4]

> Japan's reopening of the Yangtze River not only shows that internal conditions in China have greatly improved but also proves that Japan has no design for monopoly in China . . .

That the *Nichi Nichi (Daily News)* and the *Asahi* were optimistic over future commercial relations between the United States and Japan was evidenced by the conclusion of their editorials which declared some agreement would be reached to continue the traditionally friendly relations between the two nations provided they would assume a policy of mutual assistance and sincere cooperation.[5]

However, as the end of the year drew near and the United States showed no indication of entering into a satisfactory agreement to replace the abrogated commercial treaty which was to expire on January 26, newspapers launched vigorous attacks on the United States. They realized that the optimistic view, that a treatyless period could be avoided after January 26, was not warranted. Their opinion was that the United States hoped to coerce Japan into acceptance of her wishes by a continuous threat to sever economic relations with Japan; that is, the United States strove to crack down Japan's plan to establish a "new order in East Asia."

Asahi said: [6]

> Assurances given out in Washington that tariffs will not be applied against Japan are not necessarily a manifestation of American friendship. Optimism regarding the treaty situation is not warranted. A crack in Japanese-American relations may develop and if it does, the fault will lie with the United States because of her refusal to meet Japan's friendly gestures.

Kokumin attacked the Foreign Minister for making concessions to the United States before he had definite pledges they would be reciprocated.

The press attacks came as representatives of the government resumed conversations with leaders of the political parties in an effort to win their support for General Abe's Cabinet before the Diet reconvened on January 20. Simultaneously attacks by leaders of political parties were launched against the Cabinet on December 27, 1939.

> A majority of the lower house of Parliament calls upon the Cabinet to resign. It is stated that the Cabinet feels under no legal compulsion to do so and does not even regard the move as serious, but for the moment that is not the significant thing to western eyes.
>
> What does strike one immediately is that something has happened in Tokyo which could not possibly happen in Germany, Russia or Italy. Japanese militarism is presumably in the saddle, but it tolerates opposition, criticism, freedom of speech and the press.[7]

A daily column "Tojin-saijin" in the Osaka *Asahi* viewed the situation with grave concern, while a contem-

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[3] *Idem.*
[4] *Asahi*, Dec. 19, 1939.
[5] *Nichi Nichi, Asahi*, Dec. 19, 1939.
[6] *Asahi*, Dec. 28, 1939.
[7] "Topics of the Times," New York *Times*, Dec. 28, 1939.

ponary in its trial, the Asaka *Mainichi (Daily News)*, declared:[7]

> The nation is not only dissatisfied with the Abe Cabinet but also with the political situation which has set up such a weak Ministry as Abe's.

The Abe Cabinet was finally replaced by the Yonai Ministry on January 15. The press unanimously approved the new Cabinet headed by Admiral Yonai.

On January 20, three leading daily newspapers in Tokyo, *Asahi*, *Hochi* and *Chugai Shogyo (Domestic and Foreign Commerce)*, urged the Yonai Ministry to make efforts for maintenance of normal trade relations with the United States, advising Japan's continuation of "most favored nation" treatment to United States goods and vessels at Japanese ports.

Despite all diplomatic efforts, the epochal termination of the American-Japanese trade and navigation treaty became a *fait accompli* on January 26. The press, blaming the United States, demanded that the government stiffen its policy toward her.

Yomiuri commented:[8]

> The treaty expiration is no call for panic. But it is a matter of honor that another nation should not wield a powerful weapon before Japan's nose . . . As if timed, the United States announced her Pacific naval maneuvers for February . . . The United States and Great Britain are ready to take advantage of the slightest show of softness.

Press attacks on the United States regarding the treaty expiration were brief; they were directed toward Great Britain when a British warship halted the N. Y. K. liner *Asama Maru* thirty-five miles off the coast of Japan and seized her twenty-one passengers, seamen of the German luxury liner *Columbus* which had been scuttled in the Atlantic.

Senator Vinson's bill proposing a twenty-five per cent increase in the United States navy was viewed with great concern by the Japanese press. *Yomiuri* remarked that Japan, of her own volition, had decided to reopen the Yangtze and the United States had responded by planning 52,000-ton warships. *Nichi Nichi* declared:[9]

> The United States determined to maintain the unjustifiable 5-3 ratio imposed by the Washington treaty even though that treaty no longer exists. Obviously the United States is making plans on the basis of strength required for trans-Pacific operations.
>
> As the Japanese navy is not big enough to attack American territorial waters, the United States should not build a fleet large enough to operate across the Pacific . . . If the United States seeks to maintain its unjustified superiority, Japan will have to build up its navy to meet the American menace.

The New York *Herald Tribune* has subscribed since November, 1939, to the "news bulletin" radioed by the Domei News Agency.

Chugo Koiro,
Domei, New York

[7] Dec. 23 and Dec. 28, respectively.
[8] Jan. 26, 1940.
[9] Jan. 11, 1940.

Business Management And Advertising

II

Edited by Charles L. Allen
Northwestern University

STUDENTS and research workers in advertising business and related phases of journalism are asked to inform Professor Allen of significant studies in these fields and, when possible, to send copies or digests of such studies to him.—*The Editor.*

Circulation Methods and Practices Studied

I

"Daily Newspaper Circulation Methods and Practices," a study made by Hanson B. Pigman, formerly associated with the Capper Publications, Inc., is an examination of the organization, methods and management procedures of circulation departments.[1] The study, one of the most exhaustive and comprehensive made in this field, will serve as an excellent foundation for further research.

A combination of methods was used to gather data. Questionnaires were sent to circulation managers in all parts of the United States, personal letters were used to elicit information that could not be gathered by the impersonal questionnaire, and personal interviews supplemented the material gained by the other two methods. Queries in the questionnaire were worded carefully in an attempt to procure factual answers. Opinion was not sought, except in a few cases where opinion could add something to the circulation manager's objective report. Questions on costs were included, even though it was known that few replies would be received to any question regarding income and expenses.

Five groups, arbitrarily chosen, were used for purposes of selecting newspapers: Group 1, circulation of 1,000-10,000; group 2, 10,000-25,000; group 3, 25,000-50,000; group 4, 50,000-100,000; and group 5, 100,000 and more. Selection was at random, so far as individual newspapers were concerned, but an attempt was made to obtain a number from each group relative to the group's percentage of all papers in the country. The questionnaire was sent to 499 circulation managers, in 373 cities in 41 states. A total of 222 questionnaires was mailed to circulation managers in Group I since it was found that this group constitutes more than 50 per cent of all dailies in the United States. Although mailing quotas were properly apportioned, the returns from some groups were so small that results are open to question. This is particularly true in the 50,000-100,000 group, in which only 15 papers are represented in the results.

In percentages, the replies received ran as follows: Group 1, 18.01; Group

[1] Submitted in partial fulfillment of the requirements for the M.A. degree, Medill School of Journalism, Northwestern University. Mr. Pigman took a bachelor's degree in journalism at the University of Kansas.

2, 30.69; Group 3, 30.43; Group 4, 34.88; Group 5, 29.68.

II

Advertising and circulation revenue is 98 per cent of the newspaper's total revenue, according to the 1936 survey of the Inland Daily Press Association. United States Census Bureau figures show that revenue from circulation for all United States papers has grown from $230,580,880 in 1925, which was 25.84 per cent of total revenue, to $300,158,830 in 1938, which was 37.09 per cent of total revenue. These figures are significant in relation to the changes in advertising revenue. Advertising income for the same years was $661,513,242 in 1925 as compared with $508,963,600 in 1938. In short, advertising revenue has fallen from 74.16 per cent of total income in 1925 to 62.91 per cent of total income in 1938. In the face of declining revenues from advertising since 1929, publishers have had to look for other sources from which the weekly payrolls could be met.

For many years the circulation department was regarded as a sort of step-child of the business office, which was not charged with making a profit, but rather was expected to incur a deficit or at most to cover its own expenses. All that has been changed since 1929 or early 1930. The circulation department today is expected to pay its own operating expenses plus the cost of ink and paper, and by some publishers is required to pay a profit into general funds.

Examination of the expense items of various departments of newspapers shows that, while circulation and advertising are the biggest revenue producers, they account for a very small part of the total expense. A survey in 1933, by the Inland Daily Press Association, found expense distributed as follows: editorial, 19.06 per cent; advertising, 10.90 per cent; circulation, 7.42 per cent; mechanical, 35.04 per cent; administrative, 20.58 per cent; profit, 7 per cent.

III

In 1850 all dailies in the United States had a circulation of 758,454. By 1900 the total had passed the 15,000,000 mark. By 1920 the English-language dailies were issuing about 30,000,000 copies; in 1938 almost 40,000,000. It has been estimated recently that the total is now well above 40,000,000.

As a result of the pressure on circulation departments to produce added revenue, more than 400 dailies increased their subscription rates during 1937 and 1938, while 49 per cent of those questioned by the International Circulation Managers' Association had made increases in rates averaging 26.1 per cent. Raising the price resulted in circulation losses to these papers on an average of 7.3 per cent.

The importance of the circulation department to the efficient operation of the newspaper, Mr. Pigman indicates, is much greater than the mere amount of revenue produced would suggest. Mass circulation has become a prime requisite of daily newspapers, to be obtained in any manner that is legally productive. Since circulation is directly dependent upon an acceptable news and editorial content, the circulation manager has become an important person in editorial conferences. Causes of "stops" among subscrib-

ers, as reported by carrier boys, may be the deciding factor in changing an editorial policy. Advertising salesmen come more and more to the circulation manager for statistics and qualitative information about the readers of the paper. The mechanical departments, both those engaged in production and those working entirely on distribution, pay close attention to the facts and figures gathered daily by the circulation department.

Almost 70 per cent of the circulation managers queried by Mr. Pigman said that they hold regular conferences with editor and business manager on questions relating to editorial policies; the remainder said they have no part in such matters. Cooperation varied from 51.2 per cent in Group 1 to 78.9 per cent in Group 5. It is Mr. Pigman's conclusion that cooperation among circulation manager, editor and business manager increases as the volume of distribution increases. Replies to this part of the questionnaire were received from 129 circulation managers.

IV

What happens to the pennies that are paid daily for copies of American newspapers? Mr. Pigman's study shows the most common way to dispose of these funds is to place the money in general funds along with income from advertising. A total of 22.2 per cent of the newspapers reporting use this method. Other publishers (20.5 per cent) said, however, that the circulation department ought to pay its own cost of operation and, in addition, the cost of newsprint. The third most usual practice in disposing of circulation income, indulged in by 11.1 per cent of the papers, is to allot the money to cover the operation of the circulation department, cost of newsprint and cost of distribution. A fourth method, used by 6.8 per cent, is to devote circulation income to paying the costs of operating the department, cost of newsprint, mechanical production costs and costs of distribution.

V

All newspaper promotion is experiment. We have not yet learned enough about readers' wants or reactions to promotional appeals to think that this phase of newspaper work is established on a sound scientific basis. It is interesting, therefore, to see what circulation managers think about the various methods sometime employed to promote their own department and the newspaper as a whole.

News coverage is considered to be the most important factor influencing promotion by many of the circulation men. Of this opinion were 48.6 per cent in Group 1; in Group 2, 37.5 per cent; in Group 3, 28.5 per cent. But delivery service, little thought of by most newspaper men, was second in importance, more than 25 per cent of the circulation managers reporting that they consider this more important even than news coverage. Delivery service becomes of greater importance as the size of the paper's list grows.

Solicitation among non-readers, and its character, rank with economic factors as third in the circulation managers' estimate. Almost 20 per cent of all said that they regard it as of chief importance in all promotion. Only 2.7 per cent of the cir-

culation directors said that competition and physical appearance are of prime consideration in getting new readers. Selling price seems to be of very little moment.

VI

Mr. Pigman requested circulation managers to describe how their organization of departments, personnel and allocation of duties varied from a specimen chart. The simplest form is the one-man department found on most small dailies. Assistance usually comes in the form of a part- or full-time employee who may handle the carriers, or, in the case of a girl, may handle all office routine. The small paper circulation manager has a variety of duties: handling correspondence, supervising road men, carriers and distributors, solicitation of subscriptions in some instances. Of course he must see that carriers get their proper "draw," and that bundles are promptly dispatched.

The typical circulation department for a daily paper of about 10,000 subscribers is directed by a man who delegates some of his duties to one or more assistants but who is responsible for everything himself.

The circulation director for a paper of 50,000-100,000 subscribers delegates to an assistant the handling of carrier boys, route men, suburban truckers and dealer deliveries. A city circulation manager becomes a necessity as does a man in charge of suburban and country agents and solicitors. There also may be a separate "s t a t e" circulation manager who takes charge of mail subscriptions and their promotion. Two, three or four persons are required to keep the circulation records for a paper of this size. The personnel of departments varies somewhat as the geographical distribution of the papers, their location and their methods of delivery vary.

The metropolitan daily has a circulation department in which all duties except supervision have been delegated by the manager to his assistants. Street sales and newsstands become of great importance. The traveling solicitors, garage, promotion, galley, delivery, mail, pre-date, city, suburban and country departments are each in charge of separate individuals but all are subject to the direct supervision of the circulation director. Aside from the fact that street and newsstand sales are more important and so demand more attention, the circulation department of a great metropolitan paper differs little from that of smaller papers. Functional organization permits the expansion of the department's system at will.

VII

Single copy prices range from 1 cent to 5 cents, but there is a definite trend to a higher price per copy. Only 1.16 per cent of the papers still charge 1 cent a copy, while 9.3 per cent get 2 cents. The largest number of newspapers, 55.78 per cent, charge 3 cents, and 32.16 per cent charge 5 cents per copy. Very few papers use the 4 cents a copy price. The average per copy price for papers in Group 1 was 3.6 cents; Group 2, 3.7 cents; Group 3, 3.4 cents; Group 5, 3.2 cents.

"Weekly home delivered" rates in the "city zone" range all the way from 6 cents a week to 30 cents a week. The average weekly rate for all is 16.7 cents. Gropp 1 papers charge only 15.7 cents on the aver-

age; Group 2, 16.7 cents; Group 3, 17.6 cents; Group 4, 18.2 cents; Group 5, 17.1 cents a week. The rate most commonly used is 15 cents a week, with 18 cents and 20 cents following closely.

Wholesale rates to carriers (in those cases where the "Little Merchant" plan was being used) vary from 50 cents per hundred copies to $3 per hundred. About 96 per cent of the papers studied were using the "Little Merchant" plan. On the average, the carrier buys his papers at $1.7545 per hundred. The average daily in Group 1 retails for 3.6 cents per copy, so that a carrier's average profit is 1.925 cents per copy. This profit varies in the other groups with a trend apparent which allows the carrier a greater margin on papers with smaller volume of distribution.

Most of the carrier's income, however, comes not from single copy sales, but from home deliveries. The carrier makes an average of 5.61 cents a customer for a paper in Group 1. In Group 2 he makes 6.24 cents a customer per week; in Group 3, 7.02; in Group 4, 7.05; and in Group 5, 5.84.

VIII

The problem of getting distribution to carriers outside of the city zone is solved by 49.2 per cent of the newspapers studied by hiring or contracting with trucks to carry the papers, 15.9 per cent both own and hire trucks, 13.7 per cent use bus and train transportation to outlying areas, and 13 per cent own all trucks used for this purpose. In the city zone 29.5 per cent own their trucks, 54.9 per cent hire them, 2.46 per cent both own and hire trucks, 1.63 per cent distribute by district managers, 2.46 per cent deliver at the plant to carriers.

Cost of operating trucks varies widely from 1 cent to 20 cents a mile. Seventeen different costs per mile were reported. Papers in Group 1 average 4 cents a mile; Group 2, 5.07; Group 3, 5.47; Group 4, 3.92; Group 5, 9.78.

Sixty-eight newspapers gave information about "throw routes." The average weekly retail rate to subscribers of these routes is 14.9 cents. Fifteen cents a week is the most popular price, with 12 cents and 10 cents close behind. Wholesale rates per hundred to carriers of "throw routes" vary from 50 cents to $4.20; the average wholesale price is $1.4715. The carrier of a "throw route" clears $5.81 per week on one hundred copies in Group 1; $8.58 in Group 2; $6.83 in Group 3; $9.82 in Group 4; and $7.02 in Group 5. The average subscription price by mail per year is $6.28. Rates range from $3 to $13.80. Most Group 1 papers charge $5; so do those in Group 2. The bigger papers usually get from $6 to $8.

IX

Circulation promotion takes two general forms: that which appeals directly to the public and that which is intended to stimulate the personnel of the circulation department. Life and accident insurance policies, contests, premiums are devices intended to produce direct subscriptions. Advertisements directing readers' attention to the editorial contents of the paper are intended to build reader interest and so indirectly to produce subscriptions. Low cost insurance is the favorite promotion method of the papers surveyed in this study. Only 9.8 per

cent of the papers use contests with prizes in actual cash. Merchandise premiums are used by a similar percentage, the most favored articles being needle books, wall maps, novels, kitchen utensils and, more recently, phonograph records. Clubbing with magazines is used by about 25 per cent of the papers.

Carrier promotion proved to be the most effective of all personnel stimulation. Regular training sessions, supplemented by bonuses, prizes and promotions, are the commonly utilized methods of urging the boys to get more persons on their routes. Only 25.7 per cent of the papers do not use special prizes and inducements to carriers. Trips, theatre passes and banquets have been found useful in carrier promotion, which is furthered materially by the printed carrier bulletin which is the house organ of the circulation department.

Even in this lengthy report of Mr. Pigman's study it has been impossible to include more than a few of the most significant facts which he discovered. Studies of the circulation departments of American newspapers, both daily and weekly, are still needed to complete our knowledge of fundamental processes and techniques. The next approach probably should be an attempt to evaluate known circulation methods by accurate statistical studies and by interviews designed to show the intensity and degree of reader interest in all types of circulation promotion.

What Do Housewives Read in Foods Columns?

Newspapers and periodicals which seek the readership of housewives emphasize material that deals with the selection and preparation of food. How much of this material is read? What are the comparative effects on readership of various methods of presenting foods material? Will the use of illustrations enhance interest? How does the readership of foods articles compare with that of the timely news story?

These and other questions were subjected to a quantitative examination by Miss Elizabeth Ann Dickinson.[1] Her project was carried out under the supervision of the late Professor Blair Converse.

The scope of the study was limited to a few selected characteristics of foods material in daily newspapers. The results show the comparative effects of illustration, localization, explanation ("how to do it" expositions for preparing foods) and syndication upon the reader interest of homemakers in foods articles. A comparison was revealed between interest in foods articles and news stories.

Miss Dickinson concentrated attention on menu and recipe articles written by herself and by an outside syndicate writer whose releases are published widely under the name of Betty Crocker. She obtained the cooperation of the Ames *Daily Tribune* in getting her own material in print in such a way as to permit experimentation.

Monday and Wednesday were selected for publication because other days of the week present problems which might affect readership. On Thursday, the heaviest linage of grocery advertisements is printed;

[1] The study was undertaken in partial fulfillment of the requirements for a master's degree in foods and nutrition and technical journalism at Iowa State College, Ames, Ia.

Friday is the beginning of the weekend; and on Saturday, the *Daily Tribune* is delivered much earlier than on other days. Articles printed on Tuesday would appear too soon after the Monday stories to allow time for interviewing.

Miss Dickinson's project articles were published long enough before the Thanksgiving and Christmas seasons so that no holiday menus or recipes were included, although some of the Betty Crocker articles, used concurrently, mentioned Christmas.

Eight project articles, each of which contained one menu with recipes of some of the dishes mentioned, were published. Photographs of a homemaker performing some cooking task were used to illustrate half of the articles, while the other four were not illustrated. Two of the illustrations were non-local. The other two photographs were of Ames homemakers in their kitchens.

Half of the articles were localized by using the name of an Ames homemaker with her suggested menu and recipes in each article. The other half were not localized. Four of the articles contained only a description of the method of procedure for the preparation of the recipes. They were described as "how" project articles. The other four included, in connection with one recipe, an explanation of the reason for following the suggested method. These were designated as "how and why" project articles.

The Ames *Daily Tribune* also published daily articles with a Betty Crocker by-line. The project articles all were of the same length, as were the Betty Crocker articles. They all were printed on the women's page in as nearly the same position as possible each time. Homemaker subscribers were interviewed following the appearance of each article.

After the first three interviews, Miss Dickinson included questions on readership of a news item on the front page of the Ames *Daily Tribune*. Articles of intermediate news value, as evidenced by position and size of headlines, were selected. A different type of subject matter was chosen on each of the several days on which Miss Dickinson conducted interviews, including foreign, national economics, national government, local and Hollywood news categories.

On the second day, Wednesday and Friday, after the publication of each article, a house-to-house survey of homemakers was made in one section of Ames. This section was selected as a fairly homogeneous group of middle class—professional and business—families. The list of all subscribers to the Ames *Daily Tribune* in this district was checked against the Ames City Directory to limit the interviews to homemakers. The names of all 323 homemaker subscribers were numbered and one-eighth of the numbers was drawn at random for each day's interviews. In the course of the study, Miss Dickinson interviewed 223 women.

Answers were checked on mimeographed sheets which the interviewer carried with her. The interviewer also took along a copy of the *Daily Tribune*, opened the paper to the women's page on which both the project article and the Betty Crocker article appeared and pointed to the article to which she was referring when asking questions.

Each homemaker was asked whether she had read the project ar-

ticle thoroughly, casually or not at all. She was asked whether she had clipped the article from the paper; used a recipe; used the menu. The same questions were asked concerning the Betty Crocker article. Each homemaker was questioned as to the number of her children, her home economics training and her last year in school or in a higher educational institution. Her approximate age was judged by the questioner.

After the results of the interviews had been obtained they were tabulated and percentages computed. Tests of significance were made by the use of chi square, an index of dispersion.

A description of the women interviewed approximates the following:

Grade school was completed by 22.5 per cent; 33.3 per cent went through high school; college was attended by 44.1 per cent, of whom more than one-half completed work for a college degree (24.8 per cent).

Home economics training was not included in the courses of two-thirds of the women interviewed. However, 20.1 per cent took home economics in college. Only 7.2 per cent received four years of college home economics training, and 11.2 per cent had some high school training. Adult education classes given by Iowa State College accounted for home economics training of 4 per cent.

Half of the homemakers were more than 50 years old, and 42.4 per cent of the group were from 30 to 49. Only 7.5 per cent were under 29.

In the discussion of the results, no differentiation was made between "casual" and "thorough" readership. The two were added together in every case. "Thorough" readership means complete reading of the article, while "casual" means scanning the recipe headings. The two are considered together since "thorough" and "casual" readership both represent attraction to the article. "Thorough" readership would, alone, show interest in the subject matter of the specific article read.

The illustrated articles topped those without illustrations in readership. The minimum readership of illustrated articles was 59.3 per cent, the maximum was 82.8 per cent. The lowest readership of non-illustrated articles was 47.6 per cent, and the highest was 68.3 per cent. Comparison of the totals of all articles shows readership of 74.1 per cent for illustrated and 59.5 per cent for non-illustrated.

The value of localization was well demonstrated. In the local articles, readership was always above 62.5 per cent and went as high as 82.8 per cent, while the non-local articles had readerships ranging from 47.6 per cent to 74.1 per cent. The total readership of the local articles was 73.1 per cent as against 59.6 per cent readership of the non-local articles.

In the "how" articles, readership varied from 47.6 per cent up to 82.8 per cent, and in the "how and why" articles it ranged from 55.2 per cent to 79.3 per cent. The comparison of the totals shows total readership of the "how" articles at 67.9 per cent; the "how and why" articles, 65.8 per cent.

The illustrated local articles headed the list for highest readership with 82.8 per cent for one of the articles and 79.3 per cent for the other. The non-illustrated, non-local articles had the lowest readership of any of the project articles with 47.6

per cent and 55.2 per cent. This gives a total readership of 81 per cent for the illustrated local project articles against 52 per cent for the non-illustrated, non-local articles.

The total readership of the illustrated project articles of 74.1 per cent examined against the total readership of 40.2 per cent of the Betty Crocker articles printed at the same time reveals a significant difference of 33.9 per cent in favor of the illustrated project articles. Less difference is evident in comparing the total readership of the non-illustrated project articles with the Betty Crocker series. The project articles show a 59.5 per cent readership as compared with 47.4 per cent for the Betty Crocker articles.

Comparison of the total figures shows 73.1 per cent readership of the local articles against 40.3 per cent readership of the Betty Crocker articles—a significant difference of 32.8 per cent in favor of the local articles. A slight difference of 11.6 per cent appears between the non-local project articles with 59.6 per cent readership and the Betty Crocker articles with 48 per cent readership.

The project articles in general had more readers than the Betty Crocker recipes.

No attempt was made to compare the readership of the different types of news information. All comparisons with the foods articles were made on the basis of the total readership in all news articles. The results show significant percentages in favor of the illustrated, local project articles, the illustrated project articles, and the local project articles, respectively, in comparison with the total news article readership. There is no significant difference between news readership and the readership of the non-illustrated, non-local project articles.

A comparison of the news stories with all of the project articles evidences a significant difference in favor of the readership of all of the project articles—66 per cent read foods articles and 51 per cent read the front page news stories.

The difference between news readership and Betty Crocker readership is not significant, although it points toward a trend in favor of the news stories.

In the tabulations regarding the clipping of foods articles and the use of recipes, there was almost no evidence of immediate use of material.

Little difference in the percentage readership of the various types of articles is evidenced among homemakers with different amounts of education. There was little difference in percentage rating between those with or without home economics training. The only significant difference in readership on the basis of the age of the homemakers points to higher readership of news articles by homemakers more than 50 years of age than by those between the ages of 18 and 29.

Press and Communications

An Annotated Bibliography of Journalism Subjects in American Magazines

November, December, 1939; January, 1940

Edited by Fred E. Merwin, Syracuse University, and Henry L. Smith, University of Kansas.

Articles on the press and the conflict in Europe dominated magazine materials on "Press and Communications" during the three months covered in this issue of the Quarterly. Numerous discussions of the problems involved in covering the fighting and the over-all propaganda campaign were printed in many different sources. Articles on newspaper production and national advertising continued to feature the pages of many of the trade journals.

Advertising

Allen, Charles L. Business Management and Advertising. Journalism Quarterly. 16:4 p402, Dec.
A new section of the Journalism Quarterly *devoted to digests of studies in business and advertising.*

Anonymous. AFA Group Asks Dies Investigation of School Books. E&P 72:45 p4, Nov. 11.
Texas district claims some texts are subversive.

—— Brewers' Figures Indicate Many "Dry" Newspapers in "Wet" Towns. American Press 58:1 p2, Nov.

—— Business Executive Asks for Ad Facts—Not Opinions. E&P 72:46 p5, Nov. 18.
General Mills president says there is much in advertising still unproved.

—— December Linage Up 1%; 1939 Total Ahead 1.5%. E&P 73:3 p26, Jan. 20.

—— Dominant Advertising Medium Is Newspapers, Says Collins. E&P 73:2 p5, Jan. 13.
New York Times *executive cites advantages of flexibility and low cost.*

—— FTC Denies Plan of "Sudden War" on Advertising. E&P 72:50 p16, Dec. 16.
Attorney for federal agency says it is independent of consumer drives.

—— F. T. C. Reports on 1939 Work Affecting Advertising, Trade Practice, Consumers. Printers' Ink 189:13 p63, Dec. 29.
Significant passages on advertising from the annual report of the trade commission.

—— Hollister Urges Accuracy in Retail Price Advertising. E&P 72:49 p18, Dec. 9.
Misuse of words and phrases in quoting prices decried by New York store executive.

—— Improvement in Ad Copy Noted by FTC. E&P 72:52 p36, Dec. 30.

—— News Content Gain Small with Advertising Up 3.1%. E&P 72:50 p14, Dec. 16.
Sixty-six Media Records *papers show total linage gain of 1.7 per cent.*

—— Nov. Linage Off 1.1%; Retail Up 3.6%. E&P 72:50 p43, Dec. 16.

—— Perfuming the Press. Newsweek 14:20 p35, Nov. 13.
Minneapolis Star *runs a perfumed advertisement.*

—— Publishers Service Makes Awards for Newspaper Ads. E&P 72:51 p7, Dec. 23.
Retail, tobacco, automobile, financial and public utility, and liquor advertisements honored.

—— Review of Legislation Reveals Attempts at Advertising Control. National Publisher 20:1 p1, Nov.
Pennsylvania, Ohio, California, and Texas assemblies legislate on questions affecting newspaper content.

—— Study of National Advertising to Be Made by FTC. E&P 73:4 p3, Jan. 27.
Study would be part of inquiry into cost of distribution.

BEACH, EARL W. Building Classified Profits and Results. E&P 73:1 p22, Jan. 6.

BRANDENBURG, GEORGE A. Special Representatives Discuss "20 Gripes." E&P 72:45 p13, Nov. 11.
Advertising agencies accused of certain favoritisms.

CRARY, HAROLD. Airlines' Ads Teaching Public "It Pays to Fly" Says Crary. E&P 72:52 p26, Dec. 30.

GOLDSMITH, M. Advertisements in German Newspapers. 19th Century. 126 p761, Dec.

JELLINEK, FRANK. Dies, Hearst and the Consumer. New Republic 102:1 p10, Jan. 1.
Background on the Federal Trade Commission's case against Good Housekeeping *magazine.*

LARRABEE, C. B. Consumer Groups Gain as Advertisers Beat Bushes for Witches. Printers' Ink 189:8 p11, Nov. 24.
The writer urges space buyers to throw out own black sheep and approach the consumer honestly.

REED, VERGIL D. 1940 Census Will Be Real Marketing Aid. Printers' Ink 190:1 p23, Jan. 5.

STEPHEN, HERBERT L. Startling Facts in re Consumer Attitudes Are Brought Out at A.N.A. Convention. Printers' Ink 189:5 p25, Nov. 3.
Association of National Advertisers favors educational drive.

WESPE, O. S. Classified Will Sell Almost Anything. E&P 72:50 p18, Dec. 16.
The first of a series of articles on the classified by members of the Association of Newspaper Classified Advertising Managers.

WHITE, WILLIAM ALLEN. The Ethics of Advertising. Atlantic Monthly 164:5 p665, Nov.
Looking back over 50 years of advertising practices.

Circulation

ANONYMOUS. Dailies' Circulations Up 3.24%; Sunday Editions Have 3.6% Rise. E&P 72:49 p3, Dec. 9.
Morning papers make biggest gains in survey of statements to ABC.

—— N. Y. *News'* Circulation Offered in Packages. E&P 72:44 p9, Nov. 4.
Advertiser can buy any type of circulation coverage desired under plan.

BRANDENBURG, GEORGE A. Editorial Department Credited with Paper's Success. E&P 73:4 p26, Jan. 27.
Circulation gains of Minneapolis Star-Journal *traced to readers' acceptance of news presentation.*

—— 1940 Presents Five Big Jobs for Circulators. E&P 73:3 p27, Jan. 20.

DYER, WILLIAM P. Steps in Changing to Little-Merchant Plan. Circulation Management 5:12 p14, Dec.
The circulation manager of the Honolulu Star-Bulletin *tells of subscriptions gains resulting from plan.*

ROSENBERG, CHARLES R., JR. What Should Collections Cost a Publisher? E&P 72:47 p16, Nov. 25.
Use of collection lawyer declared beneficial in many cases.

Community Newspaper

ANONYMOUS. Correspondents Not Employees, Indiana Review Board Rules. National Publisher 20:1 p7, Nov.
Those who gather rural news held to be independent contractors.

—— 48.6% of Space in Weeklies Occupied by Ads, Analysis Shows. American Press 58:3 p1, Jan.

—— Kansas Editors Tighten Control of Publicity. E&P 73:4 p4, Jan. 27.
Association headquarters to distribute "legitimate" stories.
MONCHAK, STEPHEN J. 22 Texas Dailies Promoting State-wide Music Campaign. E&P 72:44 p7, Nov. 4.

Criticism and Defense of the Press

ANONYMOUS. ASNE Head Hits Press's Public Relations Job. E&P 72:45 p12, Nov. 11.
Says newspapers play "Mr. Goodcheer" for everyone except themselves.
—— Aunt Genevieve. Time 34:24 p58, Dec. 11.
Candid account of the French woman columnist, Genevieve Tabouis.
—— Coast Publishers Weigh Public Relations Need. E&P 73:4 p5, Jan. 27.
Convention told press awakening to necessity of protecting itself.
—— *Enquirer* Publisher Denies Labor Stories Were Killed. E&P 72:51 p8, Dec. 23.
Regional director's testimony at congressional hearing called misstatement of truth and fact.
—— Furay Asks Newspapers to Tell the Truth. E&P 72:49 p9, Dec. 9.
United Press executive urges "air-clearing" in inter-American relations.
—— NLRB Reports Better Coverage in Newspapers. E&P 73:3 p8, Jan. 20.
—— PNPA Adopts Resolution Against Ad Critics. E&P 73:3 p7, Jan. 20.
Pennsylvania publishers also oppose movie versions of newspaper life.
BADGER, E. H. Newspapers Must Sell Their Glamor as Well as Space. E&P 72:52 p30, Dec. 30.
Advertising executive says press has major public relations job to perform.
CANTWELL, ROBERT. The Future of American Journalism. New Republic 101:1301 Part II p39, Nov. 8.
SOUTHWORTH, H. RUTLEDGE. The Catholic Press. Nation 149:25 p675, Dec. 16.

Editorial Influence and Methods

ANONYMOUS. Contemptuous *Item*. Time 34:25 p46, Dec. 18.
New Orleans newspapers and the Long machine.
—— Inland Seeks Definition of a Newspaper. E&P 72:52 p10, Dec. 30.
Seeks to clarify status in connection with competition furnished by shoppers and throwaways.
—— 27 Papers Swap Articles in Co-operative Plan. E&P 73:4 p9, Jan. 27.
Procedure developed by New York editor gives all participating papers series of articles on city manager plan.
—— What Makes You Think So? Architect of the Front Page. Scholastic 35 p18S, Nov. 20.
GOLDBERG, NATHAN L. Dies and the Press Perfect the Act. Guild Reporter 7:1 p6, Dec. 15.
Congressional investigator credited for timing results of inquiry in cooperation with newspapers so as to injure labor.
JANNEY, JOHN. Behind the Columns. American Magazine 129:1 p34, Jan.
Brief flashes of the best known columnists.
MERCIER, LOUIS J. A. Columnists and Professors. Commonweal 31:14 p296, Jan. 26.
Columnists often point way to true Catholicism.
MILLER, A. Q. What Are News *Values*? Kansas Publisher Tells Others His Ideas. National Publisher 20:2 p6, Dec.
SCHNEIDER, WALTER E. N. Y. Daily's "Watchdog" Bureau Brought Manton to Justice. E&P 72:51 p3, Dec. 23.
World-Telegram's *municipal research unit credited with protecting public interest.*
SIMMONS, GEORGE E. Crusading Newspapers in Louisiana. *Journalism Quarterly* 16:4 p325, Dec.
The part played by the New Orleans press in revealing corruption in the state's government.
SWANSON, NEIL H. Daily Using Own Columns for Laboratory Experiments. E&P 73:1 p5, Jan. 6.

The managing editor of the Baltimore Evening Sun *describes new makeup technique.*

TORRENCE, MARTIN. Brain Alley Blues. Esquire 12:6 p97, Dec.
The unhappy fate of the contemporary editorial writer.

VAN KIRK, WALTER W. Protestantism in the News. Christian Century 56:2 p48, Jan. 10.

WALLACE, TOM. Watterson's Editorial Writers Once Outnumbered Reporters. E&P 72:52 p5, Dec. 30.
Others' articles were often reprinted as those of late great editor of Louisville (Ky.) Courier-Journal.

ZEISLER, KARL F. Making Newspapers More Readable. E&P 73:4 p12, Jan. 27.

Education for Journalism

ANONYMOUS. Editor & Publisher's Annual Report on Schools of Journalism. E&P 73:4 Section 2 p183, Jan. 27.

—— Editorial: Tip to Educators. E&P 73:1 p28, Jan. 6.
Journalism schools urged to consider post-graduate courses in newspaper economics.

—— Teachers Told to Stress "Profession." E&P 73:1 p18, Jan. 6.
Florida editor tells southeastern group students should be imbued with professional sense.

—— The Nieman Fellows Entertain Mr. Walters. E&P 73:4 p8, Jan. 27.
Minneapolis editor explains his editorial techniques at dinner arranged by Harvard group.

—— 21% of Pulitzer Scholars Earn Over $10,000. E&P 72:50 p43, Dec. 16.
Fewer than 10 per cent of this group make less than $2,000.

CAMPBELL, LAURENCE R. Training Sponsors for High School Journalism. JOURNALISM QUARTERLY 16:4 p366, Dec.

POLLARD, JAMES E. Journalism and the College. Journal of Higher Education. 10:7 p356, Oct.
Professor Pollard discusses some of the problems facing the Journalism teachers.

Foreign News Sources and Foreign Press

ANONYMOUS. Armored Cars Guard Shanghai's "Newspaper Row." E&P 72:47 p36, Nov. 25.

—— *L'Action Francaise:* Ban Removed. Catholic World 150 p230, Nov.

—— President's Breakfast. Time 35:3 p45, Jan. 15.
Press censorship in Brazil remodelled.

—— Sigrid Schultz Does Man's Work in Berlin Bureau. E&P 72:45 p22, Nov. 11.
Chicago Tribune *correspondent covers a wide news front.*

BRANDENBURG, GEORGE A. Hitler Takes Personal Interest in Press. E&P 72:48 p6, Dec. 2.
Chicago Daily News *correspondent tells of close watch kept by German leader on correspondents.*

CLEMENTS, FRANK. The Cinema in Europe. Living Age 357:4478 p272, Nov.

"TIBETAN." News for the Lama. Living Age 357:4479 p377, Dec.
How the Lamas of Tibet get their news.

Freedom of the Press

ANONYMOUS. Dailies Advised to Refuse Access to Their Records. E&P 73:2 p8, Jan. 13.
ANPA says court order should be required of wage-hour examiners.

—— Eight States Have Laws Protecting Reporters. E&P 73:4 p14, Jan. 27.

—— Little Newspaper Legislation Pending in Congress. E&P 73:2 p6, Jan. 13.

ANONYMOUS. Major Court Decisions of 1939 Affecting Publications and Advertising. E&P 73:4 Section 2 p196, Jan. 27.

MILNER, LUCILLE B., and Conklin, Griff. Wartime Censorship in the United States. Harpers 180:1076 p187, Jan.

The authors describe conditions existing from 1917 to 1918.

MOLEY, RAYMOND. Strange Roads to Freedom. Newsweek 14:21 p64, Nov. 20.

WOOD, DALLAS E. To Print, or Not to Print. Quill 27:12 p3, Dec.
A California editor tells how he meets demands for suppression.

History and Biography

ANONYMOUS. Charles E. Rock, Founder of Media Records, Dies. E&P 73:3 p9, Jan. 20.

—— Harvey Deuell Dies at 48; New York *News* M. E. E&P 72:44 p8, Nov. 4.
Tabloid editor was advocate of sound news writing.

—— Heywood Broun. Nation 149:26 p698, Dec. 23.
An editorial appreciation of the late columnist.

—— Heywood Broun's Memorial. New Republic 101:1308 p276, Dec. 27.

—— Gannett in Race for Presidency; Quits AP Board. E&P 73:3 p8, Jan. 20.
Rochester (N. Y.) publisher seeks nomination from Republican party.

—— Heywood Broun Succumbs to Pneumonia at 51. E&P 72:51 p12, Dec. 23.
Famous columnist served as president of Newspaper Guild.

—— Jack Raper, "Wasp of Virtue," Still Stinging Hypocrisy at 70. E&P 72:48 p7, Dec. 2.
Cleveland (O.) Press *columnist has been writing local comments 39 years.*

—— Joe Palooka, Public Hero. Newsweek 14:25 p42, Dec. 18.
Story of Ham Fisher, comic strip cartoonist.

—— Memphis *Commercial Appeal* Celebrates 100th Birthday. E&P 73:1 p9, Jan. 6.

—— The Press in High Praise of Broun. Guild Reporter 7:2 p4, Jan. 1.
Editorial comments praise work of late columnist.

—— Watterson's Successor, Harrison Robertson, Dies. E&P 72:46 p12, Nov. 18.

ASHLEY, MARK. Batchelor of the *News*. Coronet 7:1 p87, Nov.
Sketch of New York Daily News *cartoonist.*

BRANDENBURG, GEORGE A. "Buddy" McHugh an Expert in Covering Crime and Disaster. E&P 72:47 p5, Nov. 25.
Chicago reporter has covered 2,000 murders during career.

—— McMurtrie Editing Study of American Imprints. E&P 73:1 p8, Jan. 6.
Typography authority directs WPA survey of titles and locations of thousands of early books.

COSTRELL, EDWIN. Newspaper Attitudes Toward War in Maine, 1914-1917. JOURNALISM QUARTERLY 16:4 p334, Dec.

GLICKSBERG, CHARLES I. William Cullen Bryant and the American Press. JOURNALISM QUARTERLY 16:4 p356, Dec.
How a famous poet-editor exerted influence through a universality of interests.

GOINS, CRADDOCK. Angry Editor of the South. American Mercury 48:192 p465, Dec.
Frederick Sullens of the Jackson (Miss.) Daily News.

HOUSE, MARY E. America Commemorates Gutenberg's Invention of Printing. Quill and Scroll 14:2 p12, Dec.-Jan.

HULING, JOHN. Vladeck. Survey Graphic 28:11 p663, Nov.
First installment of the life of the Russian editor of the Jewish Daily Forward.

KRIEGHBAUM, HILLIER. A Pioneer in Plain English. Kansas Magazine, 1940.
The story of Dr. E. E. Slosson, pioneer in science news for newspapers.

MAIDENBURG, B. E. Mark 100th Anniversary of Akron *Beacon Journal*. E&P 72:48 p10, Dec. 2.

MONCHAK, STEPHEN J. Home and Family Chief Interests in Busy Life of Eddie Guest. E&P 72:45 p7, Nov. 11.

PEW, MARLEN E., JR. Nature Stories Won Fame and Fortune for Thornton Burgess. E&P 72:48 p5, Dec. 2.

ROBB, ARTHUR. Shop Talk at Thirty. E&P 72:52 p52, Dec. 30.
Mr. Robb reviews a decade of journalism history.

SKIDMORE, JOE. The Copperhead Press and the Civil War. JOURNALISM QUARTERLY 16:4 p345, Dec.
The opposition press in the North was both vigorous and fearless.

WILLIAMS, MICHAEL. On Catholic Publicity. Commonweal 31:2 p24, Nov. 3.
Past, present and future of American Catholic journalism.

Law of the Press

ANONYMOUS. $100 Fine Imposed on *Item-Tribune* for Story on Trial. E&P 72:50 p22, Dec. 16.
Night editor and rewrite man on New Orleans daily also fined.

—— Rep. M. L. Sweeney Plans to Sue 300 Papers for Libel. E&P 72:52 p6, Dec. 30.
Ohio congressman launches most expansive litigation in history over Pearson-Allen column.

—— Silence in the Court; Bridges Guilty of Contempt. New Republic 101:1301 p6, Nov. 8.

—— U. S. Circuit Court Reverses Mobile Convictions. E&P 73:3 p6, Jan. 20.
Conviction of five charged with threatening editor in gambling crusade set aside.

—— Winchell and Reporters Hit for Trial Comment. E&P 72:48 p6, Dec. 2.
Judge in case of Fritz Kuhn, German bund leader, attacks liberties taken by newsmen.

MONCHAK, STEPHEN J. Cartoonist's Jest Brings Libel Suit Against N. Y. *Post*. E&P 72:46 p34, Nov. 18.
Use of friend's name in cartoon results in action.

THAYER, FRANK. Cited for Contempt. Quill 27:12 p10, Dec.
Some of the circumstances which might bring this charge against a newspaper.

—— Georgia's Model Libel Law May Be "Dr. Jekyll-Mr. Hyde." E&P 72:47 p7, Nov. 25.
Wide interpretations by courts may hinder intent of law.

Magazines and Magazine Writing

AMIDON, BEULAH. The Nation and The New Republic. Survey Graphic 29:1 p21, Jan.
Their contribution to American life.

ANONYMOUS. Anniversary Number. New Republic 101:1301 Parts I and II, Nov. 8.
Articles on the first quarter of a century of The New Republic.

—— Fifteen Years. Commonweal 31:2 p24, Nov. 3.
Fifteenth anniversary issue containing articles on development of the magazine.

—— Philadelphia Plans. Time 34:23 p76, Dec. 4.
Curtis Publishing Co. stockholders not satisfied.

WOLSELEY, R. E. So You're Going to Write Book Reviews. Quill and Scroll 14:2 p3, Dec.-Jan.

Miscellaneous

ANONYMOUS. Bells for Nancy. Time 34:20 p68, Nov. 13.
Faithful readers of the Detroit News *domestic advice column raise fund for carrillon tower out of penny savings.*

—— Ingersoll Daily in N. Y. to Carry No Ads or Comics. E&P 73:3 p4, Jan. 20.
Five-cent evening paper, to start June 1, will be in form of news digest.

SPIVAK, JOHN L. Coughlin's Frenzied Finance. New Masses 33:10 p3, Nov. 28.
Tracing ownership of the Social Justice Publishing Co.

WOLSELEY, R. E. Your Newspaper: Do You Know How to Read It? Forward 59:3 p5, Jan. 20.

News Gathering and News Writing

ANONYMOUS. Arch Ward Scoops World with Bribe Story. E&P 72:44 p26, Nov. 4.
Chicago Tribune *sports writer tells how he uncovered "thrown" fight story.*

—— Front Lines via Taxicab. Newsweek 14:24 p56, Dec. 11.
Description of Robert J. Casey, veteran correspondent for the Chicago Daily News.

—— Negro Correspondent. Time 34:20 p68, Nov. 13.
The Pittsburgh Courier, *world's biggest Negro newspaper, has own war correspondent in France.*

—— Writes Fashion Column for Average Woman. E&P 72:45 p8, Nov. 11.
California woman syndicates own feature to 20 dailies in that state.

COLLINS, HOWARD. The Newspaper Goes Literary. Coronet 7:2 p39, Dec.
A quiz on journalese.

FINK, STANLEY. We Who Work With Words. Quill 27:11 p6, Nov.
The author is convinced that newspaper English can be an art.

HARRISON, PAUL. I Cover the Movie Front. Quill 27:11 p3, Nov.

ROBB, ARTHUR. Shop Talk at Thirty. E&P 73:2 p52, Jan. 13.
Mr. Robb discusses current charges that sport writers accept money from promotors.

Newspaper Guild and Employer-Employe Relationships

ANONYMOUS. Agreement Ends Guild Strike on Lynn *Item*. E&P 72:45 p6, Nov. 11.

—— ANG Urges Locals Act on Legislation. Guild Reporter 6:24 p2, Dec. 1.
Unit members urged to call on congressmen on eve of new session.

—— Boettiger Hit NLRB Ruling, Report Reveals. E&P 72:50 p29, Dec. 16.
Hearst executive claims facts were distorted in Seattle Guild strike.

—— Broun's Successor. Time 35:4 p38, Jan. 22.
Kenneth Crawford new president of American Newspaper Guild.

—— Chicago Guild Strike Passes First Year. E&P 72:48 p38, Dec. 2.
Month-by-month summary of developments given in long dispute.

—— Cleric Group Asks Strike Peace Anew. Guild Reporter 7:2 p5, Jan. 1.
Chicago religious foundation asks both sides in Hearst strike to reach terms.

—— Crawford Succeeds Broun as Guild President. E&P 73:2 p10, Jan. 13.
Washington correspondent nominated without opposition.

—— Editorial: Reds in the Guild. E&P 72:50 p30, Dec. 16.
The Guild is accused of a leftish tinge because it puts a member's obligation to the organization first.

—— Guild Executive Cites Change in Union Policy. E&P 72:44 p14, Nov. 4.
New vice-president urges members to avoid undue pressure in soliciting members.

—— Guild Found Guilty of Violating Writ. E&P 73:3 p38, Jan. 20.
Chicago unit charged with violating picketing injunction.

—— Hearst Drops Chain Parley. Guild Reporter 6:23 p1, Nov. 15.
Guild refuses to withdraw insistence on discussing Chicago strike settlement at conference.

—— Job Service Expanded by ANG. Guild Reporter 6:24 p1, Dec. 1.
Personnel bureau will seek to aid unemployed newspapermen.

—— Must Organize, IEB Declares; Adds Organizer. Guild Reporter 7:1 p1, Dec. 15.
Guild directors seek to add new members.

—— $90 Is New Tops in Guild Minimums. Guild Reporter 7:2 p5, Jan. 1.
Writers on Time *magazine to get that figure after two years.*

BROWN, ROBERT U. Gannett Company to Share 10% of Profits with Employes. E&P 72:50 p9, Dec. 16.

CRAWFORD, KENNETH G. Protect Gains Is Job, Says Crawford. Guild Reporter 7:3 p1, Jan. 15.
New president holds primary job of Guild is to improve wages and hours.

Newspaper Production and Management

ANONYMOUS. Block Closes *Star-Eagle;* Newark *Ledger* Buys Name. E&P 72:46 p7, Nov. 18.
S. I. Newhouse merges evening paper with his morning property as the Star-Ledger.

—— Can Daily Paper Be Lithographed? Business Week p24, Dec. 2.

Young newspapermen in Hartford, Conn., are experimenting with a new daily.

—— Chattanooga *News* Quit Publication Dec. 16. E&P 72:51 p4, Dec. 23.
Publisher, in farewell statement, blames suspension on opposition "of certain interests."

ANONYMOUS. Daily Circulation Gains; New Sunday Top. E&P 73:4 Section Two p11, Jan. 27.
Increase in subscribers tops events of 1939 in history of newspapers according to lead article in the Editor & Publisher *1940 International Year Book.*

—— Fifty Newspapers Died Last Year—Why? Guild Reporter 7:3 p5, Jan. 15.
Preference of advertisers for fewer papers and profits in newspaper monopoly cited as factors.

—— James M. Cox Acquires 4 Papers, Two Stations in Atlanta Deal. E&P 72:50 p11, Dec. 16.
Ohio publisher expected to merge Georgia properties.

—— Net Decrease of 41 Dailies in '39, Says Ayer's. E&P 73:3 p32, Jan. 20.
Annual directory reveals increase of 127 in weeklies.

—— New Offset Daily Planned for Hartford, Conn. E&P 72:48 p4, Dec. 2.
Evening tabloid will feature pictures and condensed news.

—— Paschall Named Editor of Atlanta *Journal*. E&P 72:51 p6, Dec. 23.
James M. Cox, new publisher, suspends publication of Hearst papers included in purchase.

—— San Diego *Sun* Suspended; Copley Buys Name. E&P 72:48 p41, Dec. 2.

—— Wage-Hour Law Bars Working for Experience. E&P 72:44 p6, Nov. 4.
Newsmen may not offer services gratis according to federal ruling.

—— Wolfe Clan Makes Peace Bid in Columbus Newspaper War. Newsweek. 14:21 p34, Nov. 20.

GASKILL, GORDON. A Newspaper Is Killed. The New Republic 102:3:1311 p80, Jan. 15.
Story of Chattanooga News.

MILLER, A. VAN COURT. Analysis of Taxation and Its Effect on Newspapers. E&P 72:45 p3, Nov. 11.
The chief accountant of the New York Herald Tribune *lays partial blame for recent suspensions on taxes.*

MONCHAK, STEPHEN J. Folio Change Saves N. Y. *News* $161,000. E&P 73:2 p25, Jan. 13.
Switching of dateline from top to side of page cuts newsprint use 3,200 tons.

—— Mounting Costs Suspended 51 U. S. Dailies During 1939. E&P 72:52 p3, Dec. 30.
Survey's figures show nearly 10,000 employes were affected.

Photography

JOHNSON, BERVIN A. Watch Your Backgrounds, Cameramen Advised. E&P 73:4 p7, Jan. 27.

SCHNEIDER, WALTER E. Newspaper Rotogravure Marks Silver Jubilee with Gains. E&P 72:50 p5, Dec. 16.

SHERWOOD, HARRY S. Photo-Model Cartoons First Made in Baltimore. E&P 73:4 p6, Jan. 27.
Technique involves modeling of figures of cartoon followed by photographing.

Public Opinion

ANONYMOUS. From Poll to Poll. Nation 149:19 p484, Nov. 4.
Editorial comment on shifting public opinion traced by recent polls.

—— Gone With the Worker. Newsweek 15:1, p27, Jan. 1.
Daily Worker *fires movie critic, Howard Rushmore, for his review of "Gone With the Wind."*

—— The Gallup Poll of Authors. Saturday Review 21:12 p10, Jan. 13.
Selected current questions from the famous public opinion indicator sent to 400 authors for a cross section of writer's attitudes.

DODGE, S. Gallup Poll; Reply to L. Rogers. New Republic 101:1303 p144, Nov. 22.
MELTZER, MILTON. Collegians Reject War Racket. New Masses 34:3 p12, Jan. 9.
Student opinion on World War II.
ROGERS, LINDSAY. Dr. Gallup's Statistics. New Republic 100:1300 p358, Nov. 1.
Law professor claims the public opinion polls fail to show true opinion.
STUDENSKI, PAUL. How Polls Can Mislead. Harpers 1075 p80, Dec.
UPDEGRAFF, ROBERT R. Democracy's New Mirror. Forum 103:1 p11, Jan.
George Gallup's poll and Elmo Roper's Fortune *surveys.*
WECHSLER, JAMES. Polling America. Nation 150:3 p64, Jan. 20.
Comment on Gallup and Roper.
WILLEM, JACK M. Picture Preferences of 10,000 People Revealed. American Press 58:2 p1, Dec.
Reading habits of weekly subscribers analyzed.

Publicity and Propaganda

ABRAMS, RAY H. Preachers Present Arms. Christian Century 56:47 p1436, Nov. 22.
First of a series of six weekly articles on the pro-war propaganda of U. S. ministers during the period 1914-1918.
ALLEN, CHARLES. Loss of "Millions" in Ads Blamed on Publicity. American Press 58:3 p7, Jan.
ANONYMOUS. Un-American Propaganda Activities. House Committee on Un-American Activities, Washington, 1939.
Materials relating to the investigation of un-American propaganda activities by the Dies committee.
LERNER, MAX. Propaganda's Golden Age. Nation 149:19 p495, Nov. 4.
First of two installments on freedom of opinion.
MARTS, DR. ARNAUD C. Effective Publicity for Institutions of Higher Learning. College Publicity Digest 22:4 p3, Dec.
The formula of the president of Bucknell university.
MELTZER, MILTON. John's Bull. New Masses 33:9 p22, Nov. 21.
Influx of British lecturers into U. S.
—— War Propaganda Cum Laude. New Masses 34:1 p7, Dec. 26.
How propaganda for World War I was conducted in the colleges.
MCMAHON, JOHN F. Goodwill Ads in Dailies Speed "Telling the Story to Public." E&P 72:52 p21, Dec. 30.
The author says public relations program should aim at building favorable public opinion.
MILLER, CLYDE R. and MINSKY, LOUIS. Propaganda—Good and Bad—for Democracy. Survey Graphic 28:11 p706, Nov.
Propaganda techniques and how they are handled in radio, press, and movies.
SARGENT, PORTER. British Propaganda in the United States. Common Sense 8:11 p13, Nov.
SPIVAK, JOHN L. The Coughlin Racket. New Masses 33:9 p3, Nov. 21.
Financial Management of Coughlin's Social Justice, Radio League and National Union for Social Justice.
THORPE, MERLE. Highly Organized Businesses Must Keep Public Informed. E&P 72:52 p22, Dec. 30.
A plea for a program that will promote private enterprises.
RUTHVEN, ALEXANDER G. Uses of Publicity as Seen by a University President. College Publicity Digest 22:3 p3, Nov.
The president of Michigan sets honest interpretation as the only goal of publicity.

Radio and the Press

ANONYMOUS. Data Covering Radio Listening Habits Listed by Princeton Research Group. Broadcasting 18:2 p36, Jan. 15.
—— Free Facsimile Service Aim of McClatchy Papers. E&P 72:45 p10, Nov. 11.
California chain will regard service as adjunct to building prestige for its newspapers.

—— McClatchy Ends Facsimile Experimentation. E&P 73:2 p47, Jan. 13.
West coast newspapers to await development of improved receivers.

—— Rules and Regulations, Federal Communications Commission. Washington, 1939.

—— Urges Radio to Abandon NAB Code. E&P 72:44 p14, Nov. 4.
David Lawrence says efforts to rule out controversial talks will lead to government control.

DORRANCE, DICK and RANSON, JO. You Can't Sing That! American Mercury 48:191 p324, Nov.
"Nice Nellie" censorship of popular songs for radio broadcasting.

ERNST, MORRIS and LINDLEY, ALEXANDER. Freedom of the Air. Saturday Review 21:11 p3, Jan. 6.

NEWHALL, GENE. I've Been Reporting for the Radio. Quill 27:12 p8, Dec.
An inside account of the work of a one-man news staff on a small city station

RONEY, JOSEPH A. The NAB Code and Father Coughlin. Commonweal 31:5 p114, Nov. 24.
Discussion of the radio and freedom of speech.

War and the Press

ANONYMOUS. Anastasie. Time 34:23 p76, Dec. 4.
Drastic muzzling of the French press.

—— Canadian Secrecy. Time 34:21 p49, Nov. 20.

—— Communications: The Fourth Front. Fortune 20:5 p90, Nov.
First crisis of World War II in communication between countries.

—— Daily Labels War News as to Reliability. E&P 73:1 p16, Jan. 6.
Bloomington (Ill.) Pantagraph *marks articles "rumor," "verified," etc.*

—— Editorial: Who Is Lying? E&P 73:3 p22, Jan. 20.
A denial of the recent claim of George Seldes that the American newspapers are hopelessly pro-Finnish.

—— *Herald Tribune* Man Tells of Warsaw Flight. E&P 72:45 p12, Nov. 11.

—— *Herald Tribune* Newsman Ousted from Germany. E&P 72:47 p4, Nov. 25.
Beach Conger forced to leave after publication of story hinting at unrest in Reich.

—— Hoover Praises Press for Aid in Mobilizing Finnish Relief. E&P 72:51 p5, Dec. 23.
Former president wins Aid of 1,200 dailies in soliciting contributions.

—— "It's a Mad Collection of Scribblers" at the Front. E&P 72:46 p9, Nov. 18.
Many veterans included among correspondents covering war.

—— Lord Macmillan. Living Age 357:4479 p326, Dec.
A Frenchman's sketch of the British Minister of Information.

—— Lunacy: Right and Left. American Mercury 48:191 p312, Nov.
A regular monthly feature of exaggerated press statements on the War.

—— Miller Describes Difficulties of Finn War Duty. E&P 73:4 p9, Jan. 27.
United Press correspondent cites faulty communications and cold weather as major problems.

—— Newsman Sees Peace Before "Blood Bath." E&P 72:48 p4, Dec. 2.
New York Daily News *writer feels present war is "propaganda struggle."*

—— Periphery of War. Living Age 357:4478 p215, Nov.
I—Triumph of Anastasie. II—Blackout of Humor in London. III—The Censors in Three Capitals.

—— Photogs Abroad Are Waging Own War on Censors. E&P 72:49 p9, Dec. 9.

—— "Propaganda Complex" in U. S. Decried. E&P 72:45 p6, Nov. 11.
Chicago Times *foreign editor feels readers look with suspicion on all foreign dispatches.*

—— Reporters Live in Hotels at War Front. E&P 72:46 p9, Nov. 18.

—— Soviet, Reich Press Rules Tightened. E&P 73:1 p7, Jan. 6.
Russia revives censorship; refuses to permit correspondents on Finnish war front.

—— U. P. Suspends War Assessment; INS Levy Cut to 7½%. E&P 72:47 p28, Nov. 25.

—— War Hits British Newsmen. Guild Reporter 6:24 p1, Dec. 1.
Disorganization reported in newspaper industry of Britain.

—— War Is an "Act of God." Guild Reporter 7:1 p8, Dec. 15.
French newspapermen hit by dismissals and paycuts.

—— War Is Not Run for Convenience of Correspondents. E&P 72:49 p14, Dec. 9.
Los Angeles Times *writer, back from front, says correspondents often forget that Britain and France are waging a war.*

—— World War Blighty Revived for Tommy's Reading Matter. Newsweek 14:22 p40, Nov. 27.

ANDERSON, RUSSELL F. Britain's Censorship Now Covers Diplomatic Stories. E&P 72:49 p8, Dec. 9.
Reports on government reactions now suffer from deletions.

CASEY, RALPH D. America's Press and the War. Ohio Newspaper 20:2 p3, Nov.
Minnesota journalism head believes the American people are alert to propaganda dissemination in the present war.

JENKINS, REV. DR. BURRIS. War Reporting of '17 Recalled by Dr. Jenkins. E&P 72:45 p14, Nov. 11.

LARSON, CEDRIC. If America Goes to War. Quill 27:12 p5, Dec.
A research scholar offers forecasts on how the Industrial Mobilization Plan would effect the press.

LOW, DAVID. Cartoonist's Job in War Time. Living Age 357:4480 p408, Jan.

LAVINE, HAROLD. The Propagandists Open Fire. New Republic 100:1300 p360, Nov. 1.
The writer points out similarities between 1914 and 1939 war propaganda.

METCALFE, WILLIAM H. The Foreign Press: Canada. JOURNALISM QUARTERLY 16:4 p390, Dec.
How the Dominion newspapers adjusted themselves to war conditions.

MIDDLETON, LAMAR. Every Man His Own Censor. Scribner's Commentator 7:1 p64, Nov.
How to spot war propaganda in the press.

MONCHAK, STEPHEN J. Finn Newsprint Trade to U. S. Resumed. E&P 73:3 p5, Jan. 20.
Some shipments arrive; many other cargoes seized by Germans in Baltic.

PARKER, WILLIAM. Holland Is Important War News Relay Point. E&P 72:45 p14, Nov. 11.

POWELL, ROBERT. Warfare by Leaflet. Living Age 357:4479 p326, Dec.

SCHNEIDER, WALTER E. Newsmen Report Finnish War at 25 to 43 Below Zero. E&P 73:2 p3, Jan. 13.

SELDES, GEORGE. The Art of News Faking. New Masses 34:5 p3, Jan. 23.
One of three articles by the journalism critic "debunking" news from Finland.

WALTON, DUDLEY W. As England Fights, Volume of British Advertising Moves Up and Down. Printers' Ink 189:9 p15, Dec. 1.

WHITE, W. L. Wartime Correspondence Under Nazi Censorship. Current History 51 p48, Jan.

WHITELEATHER, MELVIN K. The Foreign Press: Germany. JOURNALISM QUARTERLY 16:4 p395, Dec.
A foreign correspondent describes the task of collecting news in a Germany at war.

War and the Radio

BERGER, MEYER. "We Take You to Finland." Broadcasting 18:2 p38, Jan. 15.
How Columbia Broadcasting System arranges foreign news broadcasts by radiotelephone.

DAVIS, ELMER. Broadcasting the Outbreak of War. Harpers 1074 p579, Nov.

LUCAS, B. E. Press Must Be Watchdog of Foreign Radio Propaganda. E&P 72:49 p7, Dec. 9.

Shortwave broadcasts give editors new responsibility in recognition and analysis.

SAERCHINGER, CESAR. Radio, Censorship and Neutrality. Foreign Affairs 18:2 p337, Jan.

SCHNEIDER, WALTER E. Radio Poor War News Source for Wire Services, Dailies. E&P 72:44 p5, Nov. 4.
Checking of European and American stations results in little news.

A Selected Bibliography From British Journals

October, November and December, 1939

Edited by RALPH O. NAFZIGER,
University of Minnesota.

Complaints against the manner in which the Ministry of Information and the censorship division of the Press Bureau are functioning were leading topics in British newspapermen's journals in the months covered by this bibliography. Articles dealing with the manner in which the war is affecting the British press largely supplanted the usual wide range of discussions of journalistic techniques and practices.

British Press

ANONYMOUS. *Daily Express* and *Sunday Express* Rates Jump: Others Expected to Follow. World's Press News 22:557 p1, Nov. 2.
Newsprint cost increased 51 per cent.

—— Four Months of War Brought These Changes. World's Press News 22:565 p1, Dec. 28.
Table shows increases in British newspaper advertising rates.

—— *Mirror* Now Selling 1,700,000 Daily, Will Jump Rates 50 Per Cent Jan. 1. World's Press News 22:559 p1, Nov. 16.
High paper costs, greatly reduced advertising schedule will result in smaller papers.

—— Yorkshire *Post*, Leeds *Mercury*, Merge Under W. L. Andrews; Arthur Mann Retires. World's Press News 22:561 p1, Nov. 30.

HULME, V. B. Number of National Dailies' Advertisements Is Maintained. World's Press News 22:554 p10, Oct. 12.
But total amount of advertising in four popular national dailies decreases 30 per cent.

THOMAS, HOWARD. English Press Should Sponsor Radio. Newspaper World 42:2186 p13, Dec. 2.

Censorship and Propaganda

ANONYMOUS. Censorship Costs Over £62,000. Newspaper World 42:2180 p3, Oct. 21.

—— Macmillan Boasts of 2,355 Pictures—But How Many Were Usable? World's Press News 22:557 p3, Nov. 2.
Lord Macmillan stated that 21 new press attachès and 59 assistants had been added to 18 stationed in foreign countries before the war.

—— Muddle Over Release of Official Communiques. Newspaper World 42:2184 p1, 25, Nov. 18.
Press protests against priority given British Broadcasting Corporation.

—— Sailors Will Take Admiralty's War Pictures. World's Press News 22:555 p1, Oct. 19.
No press photographers will be authorized by the Admiralty.
—— Spate of German News "Largely Inevitable," Says General Beith. World's Press News 22:556 p3, Oct. 26.
Director of War Office public relations says remedial action is being taken.
WRIGHT, E. M. and NORMAN BOWER. Propaganda—Now and in the Future. World's Press News 22:565 p12, Dec. 28.
A British publicist and an advertising man discuss the purposes of propaganda, current misuse by the government, and desirable steps for "winning the peace" when war is over.

Foreign News Sources and Foreign Press

ANONYMOUS. Australian Agency Costs Up By 25 Per Cent. Newspaper World 42:2185 p2, Nov. 25.
—— India's Cables and Postage Costs Up. Newspaper World 42:2190 p2, Dec. 30.
War seriously affects reporting of European news, but government information bureaus supply papers in India with much war news.
—— Wordage to South Africa Has Increased 50 Per Cent. Newspaper World 42:2187 p5, Dec. 9.
An answer to expressions of dissatisfaction in South Africa with the news services from London.
KNOX, W. B. Foundation of South African Press Association Has Strengthened Union's Papers. World's Press News 22:563 (suppl.) piii, Dec. 14.
History of the newspapers and press association in South Africa.

Ministry of Information

ANONYMOUS. Abolish Information Ministry, Says Alfred Noyes. Newspaper World 42:2189 p5, Dec. 23.
—— Back to the Old System for War News, Says Prime Minister. World's Press News 22:553 p1, Oct. 5.
Ministry of Information decentralized.
—— Lord Camrose Leaves Information Ministry. Newspaper World 42:2181 p1, 27, Oct. 28.
Reorganization cuts 67 officials from ministry's staff.
—— Middleton Threatens Disclosures in Lords Battle Over Press Bureau. World's Press News 22:563 p1, Dec. 14.
Lord Raglan quits Information Ministry job, charging press bureau is overpaid, overstaffed.
—— Ministry of Information Reorganized. Newspaper World 42:2178 p1, Oct. 7.
—— No Ban on Criticism of Information Ministry. World's Press News 22:553 p3, Oct. 5.
—— Press Bureau Staff Revelation. Newspaper World 42:2183 p3, Nov. 11.
Names, salaries, previous occupations of staff members in the censorship division of the Press Bureau; only 15 former journalists in a list of 130.
—— Press Gallery Aroused. Journalist (N.U.J.) 22:12 p229, Dec.
Parliamentary branch of the N.U.J. debates centralization of news sources by the Ministry of Information.
—— Sir Walter Monckton Not to Resign. Newspaper World 42:2187 p1, Dec. 9.
Further criticism of the British press and censorship bureau.
—— Stevenson Heads New M. of I. Editorial Unit. World's Press News 22:562 p1, Dec. 7.
Literary and editorial unit in Ministry of Information to coordinate providing of special articles and arranging for others from outside sources.
—— The Re-Constituted Ministry. Newspaper World 42:2179 p1, 30, Oct. 14.
Salaries paid to each staff member of the Ministry of Information.
HUNTER, ERNEST E. The Ministry of Information. Journalist (N.U.J.) 22:193-194, Oct.

The Union's demands for reorganization.

KING, CECIL H. We Could Build a Team to Beat Goebbels. World's Press News 22:556 p6, Oct. 26.
Daily Mirror *director gives the Ministry of Information a few tips.*

War and Press; War Correspondence
(See also Ministry of Information)

ANONYMOUS. Central News Suspending Main Service: More Than 70 Leaving. World's Press News 22:564 p1, Dec. 21.
British press association ends general news service; retains lobby notes, London letter, parliamentary services, advertising department.

—— How the Defense Regulations Affect Journalists and Newspapers. World's Press News 22:553 p8, Oct. 5.

—— R.A.F. Correspondents Ask To Be Recalled. World's Press News 22:564 p1, Dec. 21.
British air force headquarters in France has imposed "incomprehensible censorship."

—— War Correspondents' Plans. Newspaper World 42:2178 p1, Oct. 7.
British press allowed five additional representatives with the French army. The total is nine.

—— War Effects on Union. Journalist (N.U.J.) 22:205-206, Nov.
Measures taken to assist more than 200 members on the unemployment roll.

—— War Office Bags First Go or It Won't Play. World's Press News 22:554 p1, Oct. 12.
List of correspondents accredited to the British army in France; War Office won't let correspondents visit Royal Air Force headquarters first.

GALLAGHER, O'DOWD. Out of the Blue H.Q. World's Press News 22:559 p4, Nov. 16.
Daily Express *correspondent describes experiences with the British army in France.*

GARDNER, CHARLES. Revolt at the Bluecoat School. World's Press News 22:565 p2, Dec. 28.
B.B.C. correspondent with the Royal Air Force headquarters in France writes humorously of relations between the newspaper men and R.A.F. officials.

STONEHAM, N. C. Is Advertising Needed in War Time? World's Press News 22:553 p18, Oct. 5.
"Business as usual" is not possible, but adjustments can be made.

News Notes

Douglass W. Miller, editor

News Notes must be in the hands of Professor Miller, School of Journalism, Syracuse University, by the first of the month preceding publication. Notes for the March issue must reach him by February 1.

PROFESSOR Max R. Grossman has been appointed head of the Department of Journalism, Boston University, and Russell I. Thackrey, now assistant professor of journalism, University of Minnesota, has been named head of the Department of Industrial Journalism and Printing, Kansas State College.

At Boston, Professor Grossman is succeeding Professor Harry B. Center, who has asked to be relieved of administrative duties but continues as a member of the faculty. At Kansas State Professor Thackrey will succeed Professor Charles E. Rogers, who resigned December 31 to become head of the Department of Technical Journalism, Iowa State College.

Professor Grossman, well-known New England feature writer, has been a member of Boston University's faculty for 11 years. He was graduated from the University's College of Business Administration in 1926; in 1929 he received his master of business administration degree, and in 1930 his master of education degree.

Professor Grossman began his journalistic career as editor of "Turn o' the Tide" in the summer of 1926. He subsequently worked as a reporter for New England newspapers and as a correspondent for the Brooklyn (N. Y.) *Eagle*. He returned to join the Boston University faculty as a teaching fellow in 1928-29. In 1929 he was promoted to the rank of instructor; to that of assistant professor, 1933; of associate professor, 1935; and of professor, 1938.

Professor Center, first head of the Department, served for 24 years. He is a veteran newspaper man and editor, having experience in Boston and Quebec.

Professor Thackrey, who has had experience in newspaper work, magazine editing and journalism teaching, will take over his duties at Kansas State College July 1. E. T. Keith, a member of the staff at Kansas State since 1912, is acting head at present. Mr. Keith has been in charge of the Kansas State College Press since 1916.

The new Kansas State head is a native Kansan and a former member of the Kansas State journalism staff. He started his newspaper career as police reporter for the Kansas City *Kansan* in 1923. Entering Kansas State College that year, he was on the staff of the Manhattan *Mercury-Chronicle*, Manhattan correspondent for the Kansas City *Star*, Kansas City *Journal*, Omaha *World-Herald*, Wichita *Eagle*, Lincoln *Star*, *Daily Oklahoman* and Topeka *Daily Capital*.

Following graduation in 1927, Professor Thackrey spent more than a year as reporter and copy reader for the Memphis *Press-Scimitar*, the Wichita *Eagle* and the Omaha *World-Herald*. After joining the Kansas State faculty his duties included editing the *Kansas Industrialist* and directing the College news bureau. He earned a master of science degree in English from Kansas State College in 1932.

In 1933 Professor Thackrey revived *The Kansas Magazine* and edited three annual issues. He joined the Associated Press in May, 1935. For a brief period between Associated Press assignments in 1936, Professor Thackrey owned and edited a weekly newspaper at Lee's Summit, Mo. He covered the Missouri senate during the 1937 legislative session, and was for a time in charge of the Jefferson City AP bureau.

Professor Thackrey has been at the University of Minnesota since September, 1937. He teaches editing, reporting and publicity, assists with work in press

and public opinion, and is one of a four-man staff in a course in contemporary affairs.

Frank B. Hutchinson Joins Rutgers Staff

Frank B. Hutchinson, for three years field secretary of the New York Press Association and assistant professor in the School of Journalism, Syracuse University, has become professor in the Department of Journalism, Rutgers University, and executive secretary of the New Jersey Press Association.

During Professor Hutchinson's secretaryship of the New York association it attained the largest membership in its history. At Syracuse he had charge of newspaper business courses and acted as business supervisor of three University student publications.

After graduation from West Virginia Wesleyan College in 1928, Professor Hutchinson published the Buckhannon, W. Va. *Republican-Delta*, a weekly, from 1929 to 1935.

Dr. Fred E. Merwin, assistant professor in the Syracuse School of Journalism, has been appointed acting field secretary of the New York Press Association, to serve until July 1.

Hugh L. Irwin of the advertising department of the Syracuse *Post Standard* has been appointed to temporarily take charge of the class in newspaper advertising taught by Professor Hutchinson. Mr. Irwin has had nearly 20 years service in newspaper reporting, city desk and advertising.

Leaves of Absence Granted Five Teachers

Professor Roscoe B. Ellard, School of Journalism, University of Missouri, is on leave of absence from February 1 to May 31 to serve as visiting professor in the Graduate School of Journalism, Columbia University. He will conduct a seminar in newspaper picture editing and will have administrative charge of a series of lectures by magazine editors. He will return to the University of Missouri for the summer session.

Professor Edward F. Mason, School of Journalism, State University of Iowa, has been granted a year's leave of absence beginning February 1 to work at Washington, D. C., with the committee set up by the American Association of Junior Colleges for a national survey of junior colleges. Professor Mason's reporting classes have been taken over by Winston Allard, assistant in the department, and his course in "News Photography" by Vernon Putnam, technician in visual education.

Stuart A. Mahuran, director of the School of Journalism, Creighton University, has been granted a leave of absence for work toward a doctorate at the University of Missouri. Professor Mahuran has been appointed instructor in the School of Journalism, University of Missouri, for the second semester.

Professor Herbert Brucker, assistant to the dean, Graduate School of Journalism, Columbia University, will be on leave of absence during the spring semester, as will be Professor Walter B. Pitkin.

Minnesota Building To Be Dedicated in May

Dedication of William J. Murphy hall, new $275,000 home of the Department of Journalism, University of Minnesota, which is named for the Minneapolis publisher whose bequest in 1918 made both the building and departmental endowment possible, is planned for a three-day program May 2, 3 and 4. Speakers will include leaders in journalism and other communications fields, in education for journalism, and in the social sciences. The dedication program will continue over into the Annual Editors' Short Course this year.

Mr. Murphy left $350,000 to the Department of Journalism. Interest accumulations and principal sum grew to $660,000 at the time the new building program was approved.

Completion of the building is the third "significant milestone" in education for journalism in Minnesota reached in 1939-40, according to the Department of Journalism committee of the Minnesota Editorial Association. Others are the tenth anniversary of the organization of the department under the present administrative personnel, and the twenty-fifth anniversary of instruction in journalism at Minnesota.

The exterior of the 228-foot brick and limestone building is in modern version of the classic style. Ornamentation is

sparing, consisting chiefly in use of the colophons of important figures in graphic arts history.

On the ground floor are the photography unit, headquarters of the National Scholastic Press Association, offices of four all-university student publications, locker rooms and a student study room. The photography unit includes studio, finishing and store rooms, 17 dark rooms, individual lockers.

First floor features include a large newspaper reading room and adjoining magazine file room, museum, departmental and staff offices, and a circular auditorium seating 242, designed to be "acoustically perfect" and equipped for making use of motion pictures for instructional purposes and for radio broadcasting.

Two news editing laboratories, one for major and one for minor students, a reporting laboratory with twenty-eight individual typewriter desks, news writing room with twenty-eight additional typewriters, women's lounge and staff and graduate offices are on the second floor.

Radio writing has a classroom-studio, with studio separated from classroom by soundproof plate glass so that students may watch a broadcast and hear it through concealed speakers. The studio also has connections with the reporting laboratory and with campus and Twin Cities radio stations. Third floor facilities also include two lecture rooms, large typography laboratory and an advertising-writing laboratory with individual tilt-top desks.

In one of two large "tower" rooms on the fourth floor level is the graduate seminar. The other is a large classroom.

The new structure was occupied on February 1.

New Instructors Named By Four Institutions

Mrs. Helen Holley Turner is a new instructor in the Department of Journalism, Drake University. A graduate of the Drake department in 1935, Mrs. Turner has served as reporter on the staff of the Des Moines *Tribune* and on the Knoxville (Tenn.) *News-Sentinel*.

Hoyt Ware, an editor of the University of Georgia Press, will do part-time teaching in the Henry W. Grady School of Journalism during the winter and spring quarters. A 1938 graduate of the University of Georgia, he was on the staff of the University Press at the time of his appointment. He was formerly with the Savannah *Evening Press*.

Siegfried Mickelson, substituting this year in the School of Journalism, Louisiana State University, for Professor C. R. F. Smith, who is spending a sabbatical year at the University of Minnesota, has been given a permanent appointment at Louisiana. He will teach courses in beginning reporting, radio news processing and the editing and management of high school publications. Mickelson was for two years a teaching assistant at the University of Minnesota.

Howard B. Long, editor of the Crane (Mo.) *Chronicle*, has been appointed assistant instructor in the School of Journalism, University of Missouri.

Professional Council Appointed at Boston U.

President Daniel L. Marsh of Boston University and Dean Everett W. Lord of the College of Business Administration have appointed a Professional Council ultimately to comprise twenty-five editors and publishers, who will strive "to effect the same relationship between the profession of journalism and education for journalism as now exists in the fields of law, medicine and theology."

The Council includes nine Boston newspaper or press association executives: George L. Brady, editorial director, Boston *Record-American-Advertiser;* Erwin D. Canham, general news director, *Christian Science Monitor;* Herbert Caryl, chief of the Boston bureau, International News Service; John F. Chester, chief of the Boston bureau, Associated Press, Robert B. Choate, managing editor, Boston *Herald;* Joseph D. Hurley, general manager, Boston *Post;* Richard Johnson, publisher, Boston *Transcript;* Henry Minott, chief of the Boston Bureau, United Press: Laurence L. Winship, managing editor, Boston *Globe*.

Since Boston University holds the only New England membership in the American Association of Schools and Departments of Journalism, the Professional Council will be enlarged to include editors and publishers from other New England dailies.

The Council, President Marsh announced, will give advice to the Department of Journalism and will assist eventually in establishing regional prizes for distinguished work in journalism. Other functions will be to adapt the college program, without sacrificing basic cultural courses, to meet the needs of modern journalism; to recommend new courses or lectures concerning the field of journalism; and eventually to offer lectures, exhibits and competitions to working newspaper men.

Boston U. Department Occupies New Building

Boston University's Department of Journalism is newly housed in the Charles Hayden Memorial Building (College of Business Administration) on the Charles River campus, to which the University's ten schools and colleges will move when adequate endowments are forthcoming. The Hayden Memorial, erected at a cost of $1,000,000, is the first unit of the University to be established on this site.

The building contains "nearly every feature which could be desired by a department of journalism." The faculty office is panelled with foreign and domestic mats. One classroom in the building has been set aside for the exclusive use of the department. Built into this room is an adaptation of the horseshoe or universal style of copy desk which seats students. Typewriters are recessed. The instructor's desk, or slot, floats on large casters. The classroom can, therefore, be used for newspaper practice work and for news writing classes. In the same room, a New England wire of the Associated Press has been installed.

The classroom has met with wide approval and a number of small city dailies are planning to install similar apparatus in their city rooms for the more efficient handling of local and telegraph copy.

A journalism laboratory is also adjacent to the faculty office. Here foreign and domestic dailies and magazines pertinent to journalism are on file. The walls of the room are decorated with original drawings by leading editorial cartoonists. A typographical laboratory, shared with the advertising department, completes the suite.

Elsewhere in the building is a three-room radio suite—a broadcasting studio tied to Boston short and long wave stations, and two classrooms, from which broadcasts may originate. Courses in radio news writing, in script writing and the like are being offered.

The building has handsome and efficient advertising laboratories and a college library for 55,000 volumes.

Arthur T. Robb, editor of *Editor and Publisher*, gave the dedicatory address on Journalism Day at the beginning of the college year. J. Roscoe Drummond, now head of the Washington bureau of the *Christian Science Monitor*, spoke on "Professional Education for Journalism."

Iowa Journalism Building Partly Destroyed

The three-story journalism building at the State University of Iowa was partly destroyed by fire January 1. Materials and equipment in the building suffered comparatively little injury. Offices and classes were transferred to East Hall as temporary quarters. Dismantlement of the old building is going forward, but plans for new quarters are not yet definite. Not a class nor an issue of the *Daily Iowan* was missed on account of the fire.

New Quarterly Published At Iowa State College

Published under direction of the Department of Technical Journalism, Iowa State College, the first issue of the *Farm Science Reporter*, a new quarterly magazine which interprets and popularizes scientific information in the fields of the physical sciences made its debut in January.

The new publication parallels in the physical sciences what the *Iowa Farm Economist* has been doing for several years in the social sciences. The two magazines are intended primarily for Iowa farm consumption. With liberal use of illustrations, the new magazine's appearance is decidedly unlike that of the scientific bulletins from which much of its material is derived and which it will replace to some extent.

Journalism Lecturers Named at Pittsburgh

Fifteen members of the working press

in Pittsburgh have been appointed lecturers in journalism at the University of Pittsburgh. They are: Joseph Shuman, city editor, *Post-Gazette;* W. W. Forester, managing editor, *Press;* J. William Theis, manager, International News Service; William Martin, chief editorial writer, *Post-Gazette;* Edward Werkman, manager, United Press; Edward T. Leech, editor and publisher, *Press;* Lawrence Fagan, city editor, *Press;* J. Alex Zehner, *Sun-Telegraph;* Max Henrici, chief editorial writer, *Sun-Telegraph;* Chester L. Smith, sports editor, *Press;* John St. Peter, editor, *Bulletin-Index* (weekly news magazine); Joseph Snyder, manager, Associated Press; Harry Keck, sports editor, *Sun-Telegraph;* Havey Boyle, sports editor, *Post-Gazette;* and Royal Daniel, Jr., managing editor, *Sun-Telegraph.*

Vernon McKenzie Returns To Washington Campus

Vernon McKenzie, director of the School of Journalism, University of Washington, and president of the American Association of Schools and Departments of Journalism, returned to the campus January 1 after eight months abroad on sabbatical leave.

During his absence, Professor McKenzie studied some of the problems of propaganda in Europe, North Africa and the Near East. He spent some time consulting with Jan Masaryk, son of the former president of Czechoslovakia, with former President Benes and other international figures, covering about twenty countries between London and Bagdad.

A book tentatively entitled "Here Lies Goebbels" was completed while Professor McKenzie was in London on his return from the Near East. It will be published by Michael Joseph in Great Britain and the Empire.

On January 22 Professor McKenzie began the first of a series of twenty-six radio talks in Seattle entitled "Europe Today."

Volume by Dr. Bakeless Is Best Seller

"Daniel Boone: Master of the Wilderness," by Dr. John Bakeless of the Department of Journalism, New York University, which was published by William Morrow in September, was on the best-sellers list for a number of months. His "Tragicall History of Christopher Marlowe," to be published by the Harvard University Press, has just gone to press. This summer Dr. Bakeless will spend on a transcontinental research trip for his proposed "Life of Lewis and Clarke," scheduled for publication in the fall of 1941.

Memorial Plaque Presented To Boston Department

A memorial plaque of black Finnish granite, the gift of the Quincy (Mass.) *Patriot Ledger,* was presented to the Department of Journalism, Boston University, December 26. Sevellon Brown, managing editor of the Providence (R. I.) *Journal* gave the dedicatory address. John R. Herbert, president of Kappa Tau Alpha and managing editor of the *Ledger,* obtained the gift for the department. The plaque contains Horace Mann's famous line: "Be ashamed to die until you have achieved some victory for humanity." It is a memorial to George W. Prescott and Annie L. Prescott, father and daughter, long-time publishers of the *Ledger.*

Washington School Housed in New Building

Lewis Hall, former University of Washington dormitory, now houses the University's School of Journalism following a complete remodeling of the three-story brick structure. The new building provides approximately three times the floor space allotted to journalism in the old location in Commerce Hall.

Type laboratories have been augmented by the addition of advertising layout and drawing tables, and space has been provided for a student typing room, complete with storage accommodations for students' machines. Two developing rooms and an enlarging room are included in the new floor plan to provide work space for student photographers, and space has been set aside for possible future use as an engraving laboratory. An adequate newspaper reading room, a seminar lounge and a greatly enlarged library have helped to ease formerly crowded conditions.

Student publications offices are housed in the building, as is the office of the graduate manager of publications.

Three Schools List Course Additions

"Presentation of Economic Information" is a new course offered advanced students in journalism and economics at Iowa State College. The course is administered jointly by the Department of Technical Journalism and the Department of Economics and Sociology under the direction of Lauren K. Soth, assistant professor and editor of the *Iowa Farm Economist* and the *Outlook Letter.*

The course is designed to train students of economics to write more effectively about their field and to provide journalism students with critical practice in the field of economic writing.

Mr. Soth holds a B.S. in journalism and an M.S. in journalism and economics from Iowa State.

Indiana University will offer an introduction to radio journalism through cooperation between the Department of Journalism and the Division of Speech in the Department of English. Paul H. Wagner, instructor in journalism, and Robert E. Allen, director of radio programs, will share the course in script writing. Mr. Wagner will teach the "Elements of Radio Journalism."

Medill School of Journalism, Northwestern University, this semester is offering its contemporary affairs course in its Chicago division as well as on the Evanston campus. Directed by Dr. Curtis D. MacDougall, lecturer in journalism, with assistance from Dr. Paul Hutchinson, lecturer and managing editor of the *Christian Century,* Irving Pflaum, lecturer and foreign editor, Chicago *Daily Times,* and Albert Viton, lecturer and an associate editor of the *Nation,* this course will be identical on both campuses.

Another new downtown campus course the second semester of 1939-40 is "Juvenile Fiction," being taught by Frederic N. Litten, lecturer in journalism and free lance writer. Another deals with business paper circulation problems, under direction of Jay Foxworthy, circulation manager of Dartnell publications.

Southeastern Teachers Elect Massey Director

Dyar E. Massey, Jr., assistant professor in the Henry W. Grady School of Journalism, University of Georgia, was elected director of the southeastern division of the American Association of Teachers of Journalism at its biennial meeting in Miami late in December. He succeeds Elmer Emig, head of the Department of Journalism, University of Florida.

Professor Randolph Fort of the Department of Journalism, University of Alabama, was elected associate director.

Notes

Professor Victor R. Portmann, on leave of absence for graduate work at the University of Minnesota for the first semester, has returned to the staff of the Department of Journalism, University of Kentucky.

Fredrick S. Siebert has been promoted from associate professor to professor of journalism at the University of Illinois.

Commemorating twenty-five years of instruction in journalism at the University of Georgia, the *Georgia Alumni Record* published a supplement to its December issue entitled "Silver Anniversary of Instruction in Journalism at the Oldest Chartered State University.

Recognition of the thirtieth anniversary of the School of Journalism, University of Washington, was included in the program of the School's twenty-eigth annual Newspaper Institute in January.

The Department of Journalism, Drake University, recently published the seventh volume in the annual Drake Creative Awards series. This is a creative writing anthology sponsored by the Iowa Association of Journalism Directors and the Drake department to stimulate creative writing in Iowa high schools.

Neal VanSooy, publisher of the Azusa (Calif.) *Herald,* who teaches three courses in the Division of Journalism, Stanford University, in winter quarter, was elected president of the California Newspaper Publishers Association at the annual convention in January.

Professor John S. Hamilton of the Graduate School of Journalism, Columbia University, will teach reporting, editing and feature writing at the Catholic